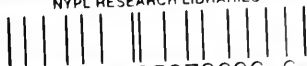


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Broadway

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FIFTH ANNUAL REPORT

Broadway Association

Nineteen-Seventeen

"WE WILL FIGHT FOR THE IDEALS
AND THE SACRED THINGS OF THE
CITY BOTH ALONE AND WITH MANY."



FIFTH ANNUAL REPORT

Broadway Association, New York

Nineteen-Seventeen

"We will fight for the ideals
and the sacred things of the city
both alone and with many"

What Makes a City Great

"What makes a city great? Huge piles of stone heaped
heavenward?

Vast multitudes who dwell within wide circling walls?
Palaces and thrones of riches, past the count of men to
tell?

And wide domain?—Nay, these are empty husks!
True honor dwells where noble deeds are done,
And great men rise whose names athwart the dusk
Of misty centuries gleam like the sun.

In Athens, Sparta, Florence, 'twas the soul
That was the city's bright, immortal part;
The splendor of the spirit was their goal;
Their jewel—the unconquerable heart.
So may the city that we love be great
Till every stone shall be articulate."

Fifth Annual Report of the President

October 15, 1917.

To the Members of
The Broadway Association of New York.

Gentlemen:—

It is a source of much gratification to me as the President of the Broadway Association to present to you, through the reports of the Executive Secretary and our other officers, the record of the principal activities of the organization for the year ending Sept. 30, 1917.

The Executive Secretary draws your attention to the fact that he is unable to do more than touch upon the most important work of the year, for otherwise the report would be too voluminous for publication. I have endeavored to keep closely in touch with our executive offices and appreciate how many matters come up daily which are of value to our individual members. There are constant demands which tax the time and energies of our office staff to the utmost.

The solution of the paving problem, the many important suggestions made to the Public Service Commission—matters which could not be acted upon without much study and consultation—and the other features of the Executive Secretary's report, represent a value to this city and our membership of great importance.

The Board of Directors have been active in attending to their duties during the year and they are entitled to your thanks and approval.

It has frequently been necessary to enlist the services of many individual members to serve on committees and I have been gratified to note how generously they have responded.

WORK
OF THE
SECRETARY'S
OFFICE

FIFTH ANNUAL REPORT

TREASURER'S REPORT

The report of the Treasurer is a sufficient evidence of the faithfulness of Mr. John David in attending to the details of his office. He has also served on many important committees and his reputation as a public spirited citizen is well known. Greeley Square, especially, owes much to him.

CO-OPERA- TION OF VICE- PRESIDENTS

I have been ably supported throughout the year by the Vice-Presidents of the Association, Dr. P. H. Zagat, Mr. J. E. Harrington and Mr. B. J. Bloodgood. They have always responded to every call to duty. At all times the utmost cordiality, good will and the best possible co-operation have existed among the officers of the Association.

SECRETARY'S REPORT

I particularly call your attention to that portion of the Executive Secretary's report giving in detail the needs of the Association. Plans have been prepared for strengthening our membership to the end that the organization may be in condition to supply these wants and able to meet every demand for service for our city and community that good and progressive citizenship require. We must fully measure up to our problem. At the proper time you will each be called upon for personal effort in this direction and I know that you will loyally and cheerfully respond.

PAYS TRIBUTE TO EXECUTIVE SECRETARY

The Broadway Association made no mistake when our Board of Directors called to its service at the beginning of the fiscal year, our new Executive Secretary, Mr. E. W. Estes. Long a student of civic affairs, trained in the practice of his profession, accurate in his judgment, tactful in his handling of the many officials with whom he comes in contact, faithful in the performance of his duties—it has been a great pleasure to me during the past year to see how his influence has leavened our entire membership and produced results never approached in the history of our organization. Before his advent, it was difficult to get quorums of our Board of

BROADWAY ASSOCIATION



JEFFERSON DE MONT THOMPSON
PRESIDENT

FIFTH ANNUAL REPORT

Directors together. Since his able administration began, nearly every member of the Board has an attendance record of 100 per cent. I cannot forbear paying Mr. Estes this tribute in which I know every member of your Board of Directors will concur.

One year ago, when last we met in annual conference, our country was at peace. Today we are at war and engaged in a contest which demands united effort on the part of every man, every woman and every child if we are to be victorious. Unprecedented is the war itself and unprecedented must be the consequences. To fail to re-establish and make secure those majestic principles and rights because of which we entered into the war is unthinkable. Failure means the division of the world into armed camps and the destruction of all we hold dear. Success means freedom from the constant menace of militarism and all that that entails.

America calls for the loyal co-operation of all her sons and all must heed the call. The declaration of war having passed, I promptly volunteered the aid of the Broadway Association to National, State and City Governments. Our services have been asked for on several specific occasions. I feel assured that any duty that may be laid upon us will be gladly assumed. Let us make every possible effort to secure victory and when another year has passed may we all meet together again and may this old war-torn world secure a permanent and just peace long before that time comes.

Very truly yours,

A handwritten signature in dark ink, reading "Jefferson D. Thompson". The signature is written in a cursive style with a large, sweeping initial "J".

President.

THE
WAR

OUR
DUTY

BROADWAY ASSOCIATION



PAUL H. ZAGAT
FIRST VICE-PRESIDENT

Report of Treasurer

October 15, 1917.

Col. Jefferson de Mont Thompson,
President, Broadway Association.

Dear Sir:—

Heretofore when our annual meeting was at hand the burden of making my report as Treasurer was a matter of form only and but little of that. It was usually a case of meeting with a few, a very few, gentlemen interested in Broadway and with a pride in the street and saying to them that there was no money in the treasury and that we had debts to meet. My office was a thankless one.

It is with quite different sentiments that I tender you my report as treasurer for the year ending Sept. 30, 1917. We show a comfortable balance on the proper side of the ledger and there are no unpaid bills upon file.

At the beginning of the year, we had a balance of \$4.42 but within a few weeks our balance began to be respectable and at no time since have we been embarrassed by lack of funds. All bills are paid promptly and the credit of the Association is high.

It has been a great pleasure to me to be in close touch with the work of the organization during the past year, and to observe the success which has attended it. It is vitally important to the business interests of Broadway that we should have a strong civic organization and the Broadway Association is at last beginning to properly guard those interests.

I also think it fitting at this time to thank our able Executive Secretary, Mr. Estes, for the valuable assistance he has given me and to congratulate the Association on having acquired his services, which to my mind, have been greatly instrumental in putting the Association on a much firmer basis.

BROADWAY ASSOCIATION



JAMES E. HARRINGTON
SECOND VICE-PRESIDENT

FIFTH ANNUAL REPORT

I desire to assure you, Mr. President, that I esteem highly the good feeling which has existed during the year between the members and my office. There has not been a single unpleasant incident.

The following is my financial report:—

RECEIPTS

1916, Oct. 23rd, Balance on hand.....	\$ 4.42	
Received from dues	12,744.40	
Received from sales of luncheon tickets.....	568.50	
		<u>\$13,317.32</u>

DISBURSEMENTS

Salaries, Office Staff	\$ 4,419.75	
Office Expense	250.92	
Postage	226.75	
Traveling Expense (out of town).....	31.70	
Old Debts	685.43	
Fifth Avenue Association Dinner.....	6.00	
Office Furniture	117.26	
Rent, May 1st to September 30th.....	208.34	
Dues in Other Organizations.....	30.00	
Death Notices	55.40	
Reorganization Expense	5,022.50	
Broadway Paving	67.50	
Broadway Sewers	14.00	
Printing	317.35	
Major Opdyke Testimonial	95.00	
Telephone Service	135.09	
Membership Certificates	164.80	
Luncheon of June 1st	785.64	
		<u>\$12,643.43</u>
1917, September 30th, balance in bank...		\$ 683.89

It should be noted that included in the expense list the item of rent was for five months only. This is due to the fact that for nearly a year prior to May 1st, the Association was provided with an office without charge by Mr. J. E. Harrington.

There are at present outstanding dues payable from sixty-nine (69) members. I class thirty-five (35) of these as "doubtful," and twenty-nine (29) as "good."

Cordially yours,

JOHN DAVID,
Treasurer.

BROADWAY ASSOCIATION



BRADLEY J. BLOODGOOD
THIRD VICE-PRESIDENT

Report of Executive Secretary

October 10, 1917.

Col. Jefferson de Mont Thompson,
President, Broadway Association.

Dear Sir:—

In submitting my report as Executive Secretary for the year ending Sept. 30, 1917, I desire at the outset to place emphasis upon the fact that a large portion of my time has been spent in adjusting personal complaints received from members. These matters necessarily are not of general interest. The subway construction, the laying of the new pavement, and the torn-up condition of Broadway throughout the year, with attendant difficulties in the loading and unloading of merchandise as well as the many other legitimate sources of complaint have caused a vastly increased number of grievances to be adjusted. Since October 23rd when I assumed charge of the office, 297 members have requested assistance. In some cases conferences with several different officials, and departments were necessary before redress could be secured. It has been my custom to investigate each case and to learn whether the complaint was justified before proceeding. As a result of this rule, I believe that city officials and the engineers of the various subway contractors have learned that when a complaint is received from the Broadway Association it has a basis of justice and fact, and they have all been the more ready to co-operate in relieving the situation in consequence.

I desire at this time to express my appreciation of the uniform courtesy which has been accorded me by all the city officials and the contractors with whom I have come in contact, and for their cordial good will and assistance in adjusting the grievance of our members.

No attempt will be made in this report to discuss all the subjects which have had the attention of the Asso-

WORK
OF THE
OFFICE

BROADWAY ASSOCIATION



JOHN DAVID
SECRETARY AND TREASURER

FIFTH ANNUAL REPORT

ciation during the year. Only the more important and interesting will be considered.

Certain war activities, consultations with property owners regarding sidewalks, the efforts to recruit members since the end of our membership campaign, the mail tube controversy, the campaign to preserve the Croton Water Shed, the bill taxing signs, teachers' pension bill, negotiations with New York Railway Company are various subjects which have received consideration and action, but this report would be too lengthy if I discussed them all.

October 23, 1916, the Association had less than 200 members, most of whom had paid their dues in advance and there were \$4.22 in the treasury. A plan of a reorganization was placed before the Board of Directors which was accepted, the details arranged, and in a few days work upon an intensive membership campaign was under way. This plan called for the formation of a committee of not less than 150 members who were to devote two hours a day for four successive days, in making an organized effort to obtain new members for the Association.

To obtain this committee, a number of special luncheons took place and several gentlemen acted as hosts, and the Association is under obligation to you, Mr. President, Mr. John David, Mr. C. A. B. Pratt, Mr. Arthur Williams, and Mr. Marc Klaw, who served in that capacity and helped to build up the splendid organization which a little later did such efficient work. Mayor Mitchel, Borough President Marks, Chief Magistrate McAdoo, Mr. Herman A. Metz, Mr. George Hallett Clark, Mr. Robert Grier Cook, Mr. Henry R. Towne, and Mr. Michael Dreicer were among the speakers at these meetings.

The committee had 150 volunteer members who procured nearly 500 new members in four days and in-

SPECIAL
ACTIVITIES

THE
MEMBERSHIP
CAMPAIGN

THE
HOSTS
AND
SPEAKERS

INCREASE
IN
REVENUE

BROADWAY ASSOCIATION



ELDRIDGE W. ESTES
EXECUTIVE SECRETARY

FIFTH ANNUAL REPORT

creased the income of the Association from less than \$2,000.00 per year to nearly \$12,000.00. This campaign showed the power of co-operation and what was accomplished in those four days can be repeated. In fact, another contest along the same lines will be more successful because we now have a better knowledge of the situation. We have had a highly successful year in civic accomplishment to point to and certain mistakes made in the campaign will be avoided.

I regret that space will not permit me to list the names of that campaign committee. The Association owes them a heavy debt of gratitude.

Broadway has a new, smooth and noiseless pavement from Vesey to 14th Streets, thanks to the Broadway Association. It will have the same kind of pavement north of 14th Street as soon as the condition of the subway back fill will permit. A number of blocks south of 39th Street have been completed and the balance will be laid very shortly.

A decision had been made by the Borough authorities to lay a granite block pavement below 14th Street and strong interests were not only demanding that type of pavement, but north of that point as well. I heard one gentleman state to the Borough President that a stone pavement should be laid up to 59th Street.

The Broadway Association had duly considered the matter and determined that New York was entitled to one smooth pavement street running down to the Battery and that Broadway ought to be that street. A granite block pavement meant intolerable noise, an increase of dust, a decrease in the headway of surface cars owing to the congestion caused by heavy trucks, and these conditions would decrease real estate values.

The contest over the proper type of pavement was a warm one, but it was finally settled in our favor. In this connection it may not be amiss to quote excerpts from

NEW PAVING
ON
BROADWAY
VESEY TO
14TH STS.

BROADWAY ASSOCIATION

a letter from Borough President Marks, thanking the Association.

"I hope that this co-operation of the Broadway Association will continue actively in other matters coming before the Borough and City Government."

"It gives me pleasure to acknowledge my obligation to the President and Secretary and many other members of the Broadway Association in arriving at a conclusion concerning the type of pavement to be used from Vesey to 14th Streets on Broadway, over the newly built subway."

The Board of Directors adopted a program of work at its January meeting as a guide to the activities of the Association during the year. The magnitude of work laid upon the shoulders of the limited office staff, owing to the subway construction, the membership campaign and certain details of office duties, has prevented the carrying out in all respects the program then adopted. Some of the planks are now in the hands of committees and others are being deferred because of war conditions. The following may be of interest as showing the present status of that program:

"To demand a modern pavement for Broadway that will be smooth, noiseless and sanitary."

As shown above, complete success has been secured in procuring the kind of pavement demanded.

"To improve street conditions on Broadway; to see that pavements are properly maintained and that subway contractors and Street Cleaning Department remove dirt and refuse promptly, and to avert any menace from inadequate sewers, catch basins and bad drainage."

Constant attention has been paid to street surface conditions, though not throughout the length of Broadway as should be the case. Many sections needing improvement have been brought to the attention of subway contractors and Borough authorities and rectified.

PROGRAM OF WORK

PLANK NO. 1.

PLANK NO. 2

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I desire to thank, at this time, the Street Cleaning Commissioner, Honorable John T. Fetherston, for the cordial co-operation which I have received from him and his department. At all times the most prompt attention has been paid to my complaints. I may add that grievances from members against the Street Cleaning Department have been extremely rare.

Feeling that the men of the department should be recognized when they do unusually faithful work, the Board of Directors has authorized the presentation of nine prizes to be awarded each year. Broadway has been divided into three districts. District No. 1 extends from Bowling Green to 14th Street; No. 2, from 14th Street to 72nd Street; No. 3, from 72nd Street to the city line. Prizes will be awarded to the three men in each district who make the best showing. Regulations governing the contest have been worked out by the Department and approved by the Association.

Sewers and catch basins have had our considerations. Your Board of Directors approved of the plan of having catch basins set back from the street corners so that cross walks will be dry. The setting back of the curb stones in widening Broadway and the building of the subway caused the destruction of many of the old style basins and afforded a favorable opportunity to have this improvement made. In order to secure this result, the consent of adjoining property owners was necessary and the Broadway Association obtained these consents and the new basins have been installed at nearly every corner below 14th Street. At the same time we requested the proper departments to have all corners made round to help prevent congestion of traffic.

"To demand the utmost expedition in the completion of the subways and to co-operate with the Public Service Commission and the subway contractors to that end."

BROADWAY ASSOCIATION

Every effort has been made to facilitate the carrying out of this plank. In some instances contractors have asked me to obtain consents of property owners to the closing of sections of streets, not permissible under their contracts and where the requests seemed reasonable and designed to hasten the work, I have obtained the desired consents. Other details of subway work are treated elsewhere in this report.

"To prepare the plan and insist upon the installation of a modern ornamental lighting system, and one which will be commensurate with the importance of the street."

PLANK NO. 4

A committee has been appointed to accomplish this result. Unquestionably, Broadway, the greatest street in the greatest city in the world, has a street lighting system which would be considered a disgrace in any progressive American town of 10,000 inhabitants. I could name a number of places of that size where they have better lights than Broadway. Your committee knows what Broadway should have but we are compelled to demand the best that the city can afford to install in view of its financial condition. I believe that we will be able to produce a fairly satisfactory and ornamental plan and still make use of the lamp posts now in use.

"To aid in beautifying Broadway in all possible ways; to have surveys made of principal streets in the large cities of the world, in order that anything new and valuable which may be desirable may be introduced."

PLANK NO. 5

The delay in completing the subway and war conditions have prevented anything from being undertaken in carrying out this plank. This does not mean that no consideration has been given to it. We have on file ideas well worked out for the improvement of the various small parks along Broadway, especially with the view of making them more sightly in the winter season. I have conferred with several gentlemen familiar with the early history of Broadway with the intention of having appro-

FIFTH ANNUAL REPORT

priate bronzes installed in commemoration of several historical events as soon as time and finances will permit. This matter is also treated at more length elsewhere in this report.

PLANK NO. 6.

"To work for the elimination of all sidewalk ventilators, not only on Broadway, but throughout the subway system, as a decided menace to health and an injury to property values."

Due to the efforts of Mr. Jesse I. Straus and a committee of property owners appointed by him, the Public Service Commission adopted plans several years ago for ventilating the 32nd-34th Streets and the Times Square Stations of the Broadway subway without recourse to sidewalk gratings. I am informed that marked changes have been made in the original design and it is a question whether the plans now being installed will prove adequate. I am certain that sidewalk gratings are not essential but no changes can be made until the success or failure of the plans for ventilating the two stations named is determined.

PLANK NO. 7.

"To improve and increase the shade trees on upper Broadway; to plant shrubs and flowers in the open spaces where the Park Department is unable to do this work, and to induce the general use of window and ledge flower boxes where practicable."

A survey has been made of other cities where street lamps have been used to support flower boxes and where window boxes are generally used. Photographs have been procured and are on file. Statements of city officials and of civic organization officers who have been in charge of such displays have been obtained. Our facts are ready when the proper time comes to use them. We have not deemed the moment propitious because of the need for economy in all manufactures of iron. Your Association is prepared to go ahead with this work when it is patriotic to do so.

The Hon. Cabot Ward, Commissioner of Parks, has

BROADWAY ASSOCIATION

invited the co-operation of the Association in obtaining a better development of our parks and I trust we will soon be in position to give him efficient aid.

"To promote the safety of the public on Broadway."

PLANK NO. 8.

The congestion of vehicular and pedestrian traffic has had close study. Our work in this respect has only begun. In company with other civic organizations, we petitioned the Board of Estimate and Apportionment to consent to the appointment of a traffic commission to consider the problem in a broad and comprehensive way. This commission has been appointed.

We have requested the selection of one way cross streets to help out this problem. We have succeeded in having additional traffic policemen appointed. This question of personal safety was one of the arguments used by me before a joint committee from Washington in protesting against any curtailment of mail tube service. Additional street lamps have been secured for several blocks which were unusually gloomy.

We have requested the Public Service Commission to give due consideration to the fact that Broadway's street car tracks are so close together that pedestrians are occasionally injured and killed by being crushed between them. Considerable correspondence ensued. A few days later, I noticed that cards were attached to the dashboard of each car warning pedestrians not to stand between the cars. This custom is being continued.

We have also requested the Public Service Commission to arrange the controls of all subway stations at congested points where there are mezzanine floors so that pedestrians may cross streets by using these floors. The commission has promised that it shall be done, providing such practice does not interfere with subway traffic.

"To secure adequate and wholesome publicity for Broadway."

PLANK NO. 9.

FIFTH ANNUAL REPORT

Efforts have been made in this direction, though they have been largely designed to prevent unfair publicity of the condition of Broadway. One newspaper commenced publishing articles which were harmful and I could not see that any good result could be obtained. I invited the city editor to send a representative to go over the situation with me. He was shown all the details of the subway construction and made familiar with the unusual conditions prevailing. When through with the inspection, the gentleman stated he had visited the Panama Canal before the water was turned in and that he considered that work was much less difficult than the construction of the Broadway Subway. The paper thereupon ceased the unfair attacks.

PLANK NO. 10.

"To aid both wholesale and retail merchants in extending Broadway's trade."

No accomplishment can be reported. It has been deemed wise to wait for the completion of the subway. Plans for a celebration to take place at that time have been considered. The effect of such an event would be to bring to the attention of the public the unequaled advantages which will exist for easy and economical access to Broadway stores.

PLANK NO. 11.

"To conduct an educational campaign to prevent the littering of Broadway and adjacent streets."

This work has also been largely delayed because of the torn-up condition of the street. Some literature has been distributed calling attention to the ordinances regarding this matter. Merchants and property owners are being notified that it is unlawful to place sweepings from sidewalks in the driveways after eight o'clock A. M. Trade waste is also being placed upon the street illegally.

PLANK NO. 12.

"To eliminate fraudulent and misleading advertising on Broadway."

The proprietors of several stores have been notified of misleading statements which have been placed on

BROADWAY ASSOCIATION

goods in windows. In every case, I am happy to report, the objectionable cards have been promptly withdrawn.

"To aid in procuring conventions for the City of New York."

PLANK NO. 13.

Action upon this plank has been postponed because of lack of finances and of time.

"To be watchful in guarding the real estate interests of Broadway and adjacent streets."

PLANK NO. 14.

To enumerate all the items coming under this plank is impossible. Your Association has not only had many matters to take action on in the city, but it has taken part in many hearings at Albany during the session of the Legislature. Several bills which were harmful were defeated and we aided in securing amendments to bills which passed, making them less onerous upon New York real estate.

"To guard the general interests of New York, particularly watching freight and traffic conditions."

PLANK NO. 15.

The Association joined with other civic organizations in defeating the attempt of New Jersey in demanding lower freight rates to the New Jersey side of New York Harbor than was permissible to the New York City side.

We petitioned Congress for more liberal appropriations for our water ways. We have urged the speedy enlargement of our freight terminal facilities.

"To work with the U. S. Chamber of Commerce in all matters affecting the country at large, and to endeavor to remove from the realm of politics economic questions affecting business, and to resist the enactment of hasty and ill-considered legislation."

PLANK NO. 16.

The Association applied for membership in the U. S. Chamber of Commerce early in the year and was accepted. We have taken action on all referenda submitted by that body and a delegation, consisting of yourself, Mr. Jas. E. Harrington as our National Counsellor, Mr.

FIFTH ANNUAL REPORT

O. J. Gude, and Mr. H. J. Mahin attended the War Convention at Atlantic City, Sept. 18-21, 1917, at which many important matters for the welfare of the country were decided.

PLANK NO. 17.

"To aid in reducing fire risks and insurance rates in the city."

A circular upon reducing fire risks has been distributed. A Committee upon Insurance Rates has been appointed. Plans are being considered to have the whole question taken up by a joint committee of civic organizations interested in real estate.

PLANK NO. 18.

"To co-operate with the 'Save New York' movement."

A committee has been appointed and is considering this question. The changing of restrictions to a certain section of Broadway is under advisement.

The Association was asked to approve of the plan to have clothing manufacturing establishments placed west of Broadway and below 30th Street, but we have not endorsed the idea and there are decided objections to it from our point of view. It may be, however, that the location named is the only practical solution of this pressing problem.

PLANK NO. 19.

"To work in harmony with other civic organizations for the appointment of a Traffic Commission which shall have legal power to control and direct vehicular and pedestrian traffic in the streets of New York."

This Commission has been authorized and appointed as stated elsewhere.

PLANK NO. 20.

"To advocate the proper celebration of the completion of the Catskill Aqueduct, one of the most stupendous achievements of mankind."

This celebration has been authorized by the Mayor and will soon be held. The Chairman of the Executive Committee having it in charge by appointment of the Mayor is Mr. Arthur Williams, a Director of this Asso-

BROADWAY ASSOCIATION

ciation and two other members, Mr. George McAneny and Mr. Henry R. Towne, are also serving on the committee.

I think the Association can claim that it has faithfully adhered to its program of work.

General

We are under obligations to the press of New York for giving the work of the Association so much prominence during the year. The clippings made from city newspapers fill a very large scrap-book and represent much more publicity than had been given the Association in all the years of our existence. The New York "Tribune" paid the Association an unusual tribute when it received a copy of our Program of Work after it was adopted by the Board of Directors. I feel that I must reproduce in this report the article in question which appeared upon the editorial page:

Serving Broadway and New York, Too

"It is an excellent declaration of principles which the board of directors of the Broadway Association has adopted. Intended to further the improvement and beautifying of that famous street, to aid its merchants, it does not, nevertheless, put "Broadway First." There is a wholesome recognition of the fact that great as Broadway is, it is not the whole of New York. In the platform planks advocating a modern pavement, the speedy completion of subway construction, an adequate and ornamental lighting system, the elimination of fraudulent and misleading advertising, the reduction of fire risks and insurance rates, a campaign to prevent littering of streets, there is no attempt to make the tail wag the dog.

This platform is, in fact, one that all good citizens can and should support, whether their business interests

PUBLICITY

THE
TRIBUNE'S
TRIBUTE

happen to focus in Broadway or another thoroughfare. The carrying out of its projects will benefit Broadway and the individuals and companies which make up the membership of the Broadway Association, but it will also benefit the public in general. This is self-interest, perhaps, but it is intelligent self-interest which inevitably will serve the community well. There is room for much of that brand in this city."

Important Matters Brought Before the Public Service Commission

The plans for the Broadway Times Square station of the B. R. T. line did not call for a single ray of sunlight to enter it, yet it was possible to have it as well lighted as the one at the Grand Central Station. The Broadway Association showed how it could be done, and as a result there will be nearly 4500 square feet of vault lights put in, making this station well lighted by sunlight.

The unusual depth of the Broadway subway from about 35th Street to 45th Street has made a great deal of "backfilling" necessary upon top of the tunnel roof. Many vault walls were destroyed during the tunnel construction and are to be replaced. The contractor was merely required to build these walls upon this unstable backfill. A compliance with the contract meant many months' delay in rebuilding these vault walls and in restoring street conditions. The Broadway Association brought this matter to the attention of the Public Service Commission, requesting that concrete supports be built up from the tunnel roof for these vault walls to rest upon.

This was granted, and the vault walls are now being put in before the backfill is. This is important to many of our business men. In one case it adds 200 seats in the

VAULT
LIGHTS
TIMES
SQUARE
STATION

VAULT
WALLS
PROPERLY
SUPPORTED

BROADWAY ASSOCIATION

Grill of a hotel. These seats are needed, and the management will have them in use possibly a year sooner than would have been the case.

The Association aided in securing the consent of the Board of Estimate and Apportionment to the construction of what is known as the "Ashland Place Connection" between the elevated railroad system in Brooklyn, and the subway which starts in that Borough and runs up Broadway, Manhattan. We have requested the Public Service Commission likewise to approve of its construction. The completion of this project will permit trains to run between Broadway and nearly the whole of Brooklyn for a single fare. It will open up a very desirable section for homes for our business men and employees and will also enable the large population in question to shop along Broadway with convenience and comfort. Property values will be enormously increased in those sections of Brooklyn benefited, and this in turn helps Manhattan real estate to carry its burden.

In studying the layout of the subway station plans at Times Square I discovered, among many other matters, that the following situation existed:

1. The platforms of the 42nd Street shuttle service trains were to be on a curve and they were not arranged so that passengers could get to either platform at will.
2. The large traffic now entering the subway through the Longacre and Fitzgerald Buildings could not get access to the Broadway B. R. T. line without paying two fares, one of which went to the Interborough and that all these passengers must use the narrow passage extending under the tracks of the old subway, involving the use of two flights of stairs beside those necessary to descend to the platforms of the Broadway line itself. This objection of extra stairways applied as well to those passengers desiring to use the new Seventh Avenue subway.

ASHLAND
PLACE
CONNECTION

ARRANGE-
MENT OF
CONTROLS
TIMES
SQUARE
STATION

FIFTH ANNUAL REPORT

3. The plans for the necessary track changes in 42nd Street to permit shuttle train service and the Queensboro tube trains would have wrecked a portion of the Knickerbocker Hotel basement and taken away extremely valuable space therein.

4. There was also the possibility of legal proceedings being begun by certain other property owners whose interests were injuriously affected by these proposed changes and who had certain rights granted them by the city when the old subway was built, which might have tied up indefinitely the completion of the work—something to be avoided by all means.

All of these matters were considered by our committee. Several engineers worked upon the plans, with the result that a number of changes were suggested. We were able to show that the Knickerbocker Hotel need not be interfered with; that both shuttle and Queensboro tube trains could be unloaded upon straight tracks; that passengers could pass between the Seventh Avenue line and 42nd Street trains without using transfers; and that traffic could also reach the Broadway line from the Long-acre and Fitzgerald Buildings without using so many stairs and paying the extra fare. Some of these suggestions have been adopted. Others are being considered.

The delay in completing the Broadway subway with the attendant torn up condition of the thoroughfare has caused much loss to our merchants and general dissatisfaction. I am happy to report to you that the end of this situation is now in sight.

Trains began running from Brooklyn across Canal Street and up Broadway to 14th Street September 4th, and it is confidently expected they will run to 41st Street by January 1, 1918. The surface of Broadway to that point will be fully restored by December 1st though the smooth pavement for several blocks south of 42nd Street cannot be laid until in the spring of 1918. Through service

GENERAL
SUBWAY
SITUATION

BROADWAY ASSOCIATION

via the Broadway line to Queens Borough will not be ready for another year. The tunnels under the East River at 60th Street will not be finished until then and the most difficult piece of work on the whole line, the driving of the tubes under the old subway at 43rd Street, still remains to be finished though now in progress.

The causes which have delayed the whole work are many. Labor is scarce though the cost is practically 50 per cent. more than when the contracts were begun. It is difficult to get materials and the wants of the General Government are many and must be supplied first.

Complaints regarding the amount of steel and other supplies piled upon the streets have been general. It was impossible to work to good advantage with less. Tie ups on the railroad lines and strikes at points sometimes remote from New York were of such frequent occurrence that if such stocks of supplies had not been kept close to the job, frequent stoppages of work would have resulted and workmen would have quit and become scattered. I have been frequently consulted by the various engineers who were concerned over the situation and have been at some pains to explain conditions to business men whose business has been injured by this necessity.

It should not be forgotten that large losses have been sustained by all the contractors whose sections were not completed last year and there are practically none of this class in Manhattan. It will be remembered that it was publicly announced recently that one contracting company which had several contracts had charged off nearly \$3,000,000 as loss on said contracts. The contracts were made several years ago when labor and material conditions were very different. Since then unparalleled events have completely altered conditions. The declaration of war by our Government and its entry into the market for vast supplies of all kinds and its de-

FIFTH ANNUAL REPORT

mand for labor and the rate of pay it has been willing to grant without regard to commercial conditions have made these losses on the part of contractors unavoidable. They have been absolutely helpless to avert the disaster. The City of New York is having its subways largely built for it by contractors who not only will make no profit, but will be obliged to contribute their own funds to the extent of many millions of dollars.

Great delays have been caused for which contractors were not to blame. Many of these delays were on account of definite plans not being adopted in time. As an instance of this, the plans for the construction of the Broadway line at the intersection with Sixth Avenue were changed several times and final plans were not delivered for a year after they were due. This held up the most important and difficult part of the section.

On one section of Broadway not completed, the steel necessary is not yet fabricated. This is due to changes of plans, though the contract itself was supposed to be completed last May.

Probably no one can be charged with responsibility for these delays. They were caused by new conditions arising and new plans being found preferable. As a matter of fact, more changes should have been made.

The final outcome of this question has been most unsatisfactory, as this much needed improvement will not be secured at this time. I feel under the necessity of reporting to you the entire facts so that they may be of record.

A committee of the Association was appointed early in the year to investigate if the facilities of this station were adequate. The following situation was discovered: The station platforms are at an average depth of about 40 feet below the street surface. It is to be an express stop. The platforms are 530 feet long. A small mezzanine floor is at 40th Street and another one is at 42nd

40TH-42ND
STREET
STATION
CONCOURSE

BROADWAY ASSOCIATION

Street. There is no connection between the two, and no entrances could therefore be provided on 41st Street. All traffic, desirous of leaving the station, has to pass to the ends of the platforms in order to reach stairways leading to these mezzanines and then use other stairways to reach the street. Escalators are provided for in the plans of the northerly mezzanine only. As a result of this arrangement, in view of the approximately 70 steps necessary to ascend to the street your committee believed that traffic generally will desire to make use of the escalators and it will all move northward along the train platforms in order to reach them. Congestion is bound to result.

The construction of the station and the tubes and the necessity for underpinning the buildings on both sides compelled the complete excavation of the cut from building line to building line, and up to the street surface.

The plans called for the building of a roof over the tracks and the train platforms and then the back filling of the space above and between the two mezzanines with earth. In other words, this space above the roof which had been excavated at large expense, located at one of the most congested points on the face of the earth was to be filled up again and rendered useless.

A plan was presented by the committee to a Public Service Commissioner on February 14th. It called for the construction of a concourse to join the two mezzanines, with frequent stairways to the train platforms, thus affording convenient means for traffic to leave and arrive upon them and so preventing congestion. We pointed out that the roof over the platforms would become the floor of the concourse without any additional expense, except for finish, that the cost of backfilling could be saved and that while it would cost some money for the installation of columns to carry the street surface and do the finishing work, yet there were tremendous advantages to be secured and the work could be done now

FIFTH ANNUAL REPORT

for only a fraction of what it would if found necessary later as we believed it would be.

The Commissioner examined our plan with seeming great interest, and quite promptly pronounced it feasible and that he thought it should be carried out.

It was explained to the Commissioner that the utmost speed was necessary in ordering the improvement because the contractor had nearly reached the point where he would begin backfilling the roof and we did not want his work delayed any.

A few days later we were gratified to be informed that the Commission had approved the plan and that the concourse would be built. On or about March 20th, the contractor was shown plans of the proposed concourse by the Commission's engineers and asked to prepare estimates of cost for building it. It was at a time when prices for materials, particularly all steel products, were advancing. The contractor promptly obtained options on the cast iron columns necessary—the lowest being \$90.00 per ton at the pier—and submitted his prices, giving the costs to him of the material needed and adding a percentage for gross profit. He stated that the bid must be accepted by a certain date. The bid was not accepted by the Public Service Commission by that date.

On April 23, 1917, the Public Service Commission sent a request to the Board of Estimate and Apportionment for an appropriation of \$150,000.00 to build the concourse.

Four days later, April 27th, it sent a second letter to the Board asking that action upon the appropriation be held in abeyance.

April 30th, it sent a third communication to the Board withdrawing its request of April 23rd and substituted therefor a request for the appropriation of \$75,000.00 for the purpose of building a narrower concourse.

May 18th, the Board of Estimate and Apportionment

granted the amount. June 20th, the Commission requested the Board to rescind action of May 18th.

Upon May 5th, the Chief Engineer of the Public Service Commission wrote the contractor regarding prices for building the narrower concourse and asking if prices already agreed upon for the large one would stand. A reply was sent him the same day stating that the option held by the contractor upon cast iron columns had expired and that the lowest price then quoted was \$120.00 per ton at the pier, subject to immediate acceptance, and that in consequence the price of such columns set up would have to be increased. The figures for the other features of the work already agreed upon were to remain the same, excepting the single item of waterproofing which in the smaller concourse was slightly more expensive. A day or two later he was orally informed that the prices were satisfactory and contracts would be drawn up accordingly.

Upon May 23rd, the contracts were delivered to the contractor. Upon examining them, it was discovered that the prices named therein did not agree with those agreed upon with the engineer of the Commission but were for the old prices of the iron and waterproofing. The contracts were thereupon returned for correction and a representative of the contractor promptly called upon the Commissioner having the matter in charge only to be told that the contractor must accept the terms as written in the contract. The contractor thereupon, on May 28th, withdrew his proposal and proceeded to finish the station upon the plans originally laid down.

The controlling reasons on the part of the contractor for thus withdrawing from further negotiations were that he had already held up his work on the station without any authority from the Commission for so doing and had lost valuable time and the attitude of the Commissioner

FIFTH ANNUAL REPORT

to his personal representative was of such a character that he felt it would be useless to negotiate further.

I personally called upon the Commissioner at once with all the documents in the case, but he would not consider them. He told me that if I chose to raise the difference in amount and pay it to the contractor I could do so.

This difference amounted to \$1,400.00 and for that paltry sum the citizens of New York have been deprived of an improvement to one of their most important stations, an improvement which I believe will have to be put in later on and instead of costing about \$70,000.00, it will then cost nearer a half million dollars. Further comment upon this whole transaction will be, I think, superfluous.

The time will come when the people of New York will want to know why the facilities of this station are so poor; they will inquire why it is necessary to change cars twice in order to travel between the upper west side and the Fourth Avenue section; why trains don't run between Long Island City and the upper west side; why through trains don't run down Lexington Avenue, across 42nd Street and down Seventh Avenue; why they can't get from the whole west side to the Grand Central Terminal without change of cars; why the Broadway line was put 40 feet under ground at 42nd Street when it could have been on the same level with the other subways; and why better facilities were not afforded for access to the Broadway line just north of 42nd Street.

When that time comes, it will be shown that all these improvements have been requested by the Broadway Association and that they were practical suggestions.

There is so much that is splendid and remarkable in New York's subways—in the designing, the engineering, the equipment and the marvelous safety with which they have been managed—that it is a profound pity that these

BROADWAY ASSOCIATION

great blemishes on an otherwise perfect system should exist.

I desire to thank Mr. D. L. Turner, Chief Engineer of the Public Service Commission, for courtesies extended and for the consideration he has given to the many matters which we have brought to his attention. I feel that he has been very desirous of meeting the wishes of the Association in every way possible. The failure to build the 40th-42nd Street Concourse cannot be attributed to him.

THANKS
MR. TURNER
OF
PUBLIC
SERVICE
COMMISSION

Miscellaneous

This report would be incomplete if I failed to acknowledge my indebtedness to the many members who have given up their time so generously in serving on committees and in assisting otherwise.

COMMITTEE-
MEN

I have frequently required the services of our Engineer, Major H. G. Opdyke, who devotes his talents to the organization without compensation.

Legal advice and service were needed but once during the year and Judge Nash Rockwood and his partner, Mr. Candler Cobb, promptly placed themselves at our disposal.

Dr. Paul H. Zagat, Mr. James E. Harrington, Mr. Bradley J. Bloodgood, Mr. John David, Mr. Chester Alexander, Mr. A. F. Berry, Mr. E. M. Biggs, Mr. Harris A. Dunn, Mr. W. S. Gilson, Mr. O. J. Gude, Mr. H. J. Mahin, Mr. Oscar Oestreicher, Mr. N. L. Ottinger, Mr. Walter J. Salmon, Mr. E. L. Taylor, Mr. Clarence Law, Mr. Howard Brokaw, Mr. John G. Boggs, Mr. Jesse I. Straus and Mr. Samuel Wallach are conspicuous for committee service during the year.

Broadway is not only interested in its own paving, but it is also desirous of having all the streets of Manhattan kept in the best possible repair, particularly those which parallel and are adjacent to Broadway.

REPAIRS TO
STREETS

These streets should be made inviting for heavy

FIFTH ANNUAL REPORT

trucking. Broadway is narrow, it is being used more extensively for pleasure vehicles and by business men going to their places of business and if adjoining streets can be used by heavy trucks with equal facility, they can move faster and it is a distinct gain for all.

Owing to several causes, Manhattan's streets are not being kept up as they should be. This is due, I believe, to the fact that no scientific and comprehensive system has been adopted for street repairs. This question is being considered by the Association and conferences have been held with the Borough President and his engineers for the purpose of arriving at a proper plan. The comptroller has given us the figures showing the annual appropriations for a number of years, the estimated value of all our pavements and the amounts that he considers should be spent in order to provide proper repairs and restorations. The situation is a very interesting one and the result of our investigations should be of great value to the city when finally worked out.

The question of approving of the application of the Fifth Avenue Coach Company for a number of additional franchises was considered by the Board of Directors and as a result of our deliberations, it was decided to appear before the proper authorities and urge the granting of the franchises. It was believed that the past history of this company, its sound credit, its splendid equipment and its policy of "Every passenger a seat", as well as its fair offer in the matter of taxes, merited favorable action.

Persistent effort has secured 129 new mail boxes on Broadway between Bowling Green and 179th Street. The location of these boxes is not altogether satisfactory, but they are not permanently placed and cannot be until the new fire alarm signal posts are erected.

In this connection I am glad to report that the cables for the signal system have been laid from the Battery to Dyckman Street with the exception of the block between

FIFTH
AVENUE
COACH
COMPANY
FRANCHISES

MAIL BOXES

NEW FIRE
ALARM
SYSTEM

BROADWAY ASSOCIATION

43rd and 44th Streets. The difficulty of obtaining additional equipment needed is now delaying the completion of the work.

The Broadway Association is a member of the Federated Civic Associations, which is an organization of organizations, the idea being that some central body is needed which all civic associations should join in order to be able to obtain united action upon matters of general interest.

Mr. Robert Grier Cooke, President of the Fifth Avenue Association, is the President, and I have the honor to be Secretary of that body.

I have proposed that all citizens of New York be invited to suggest the city's "Five greatest civic needs." It is planned to have the papers examined and passed upon by a committee of prominent city planners, and civic workers and proper recognition will be given the winner or winners.

Will not the members of the Broadway Association enter this contest?

By courtesy of the Board of Directors, I was permitted to attend during July the American City Bureau Summer School for Commercial Organization Secretaries. It was the second year I have been a student at this institution. The session lasted two weeks and was attended by 120 secretaries and others engaged in social welfare work from all over the United States. More than thirty lecturers were our instructors. The following is a partial list of the subjects studied:

- "The Philosophy of Chamber of Commerce Work."
- "The Interrelation of Civics and Commerce."
- "Training Community Leaders."
- "Ideals of Democracy."
- "Secretarial Ethics."
- "The Civic Organization and the Community."

CIVIC
THINKING

SUMMER
SCHOOL

FIFTH ANNUAL REPORT

"Civic Activities."
"City Planning."
"Public Recreation."
"How Cities can solve the Food Problem."
"Trade Extension."
"Industrial Development."
"War Time Activities."
"Business and Membership Management."
"Research Methods."
"Co-operation with City Officials."

Our Departed Members

The Hand of Death has been laid upon us heavily in the twelve months. I regret to have to announce the loss of the following members who have passed away:

Mr. C. Alfred Littlefield
Mr. George C. Boldt
Mr. G. B. Osgood
Mr. James B. Brady
Mr. Louis Bustanoby
Mr. Milo M. Belding
Mr. Al. Hayman
Gen. Edwin A. McAlpin
Mr. John L. Murray
Mr. James C. Martindale

HONORARY MEMBERS

The following gentlemen were elected as Honorary Members during the year:

Hon. John Purroy Mitchel
Hon. Marcus M. Marks
Hon. William McAdoo
Hon. James W. Gerard
Major Charles W. Gordon (Ralph Connor)

BROADWAY ASSOCIATION

The active membership on September 30th was 602. We lost during the year, 39 members by death, resignation or dropping; 36 of our members carry two or more memberships, the largest being 20.

The local option bill pending in the Legislature was discussed by our Board of Directors, and some of our members requested the Board to oppose it. This was a matter, however, upon which the Board, which desires to truly represent the wishes of the Association, did not know what the sentiment of the membership might be. A referendum was ordered sent to each member. The reasons for and against the bill were given in brief form. The favorable reasons were submitted to one of our members, a clergyman, with the request that he pass upon them, adding to or correcting them as he saw fit. Likewise the reasons against the bill were submitted to a strenuous opponent of it. It is proof of the fairness of the argument on both sides, as placed on the referendum by the committee which composed it, that neither gentleman had any suggestions to make.

Every member was urged to vote so that the Board might be instructed accordingly. A return addressed envelope was enclosed with the ballot. They were promptly returned, and the vote stands at a ratio of almost three to one against the bill. A great many interesting letters have been received upon the subject. Many who voted against the bill favor temperance but are against local option, as being destructive to property values along Broadway.

The Board of Directors has held nine regular and thirteen special meetings during the year. The attendance has been uniformly good and I desire to take this opportunity of expressing my appreciation of the co-operation received by me from all the Executive Officers and the Directors. When a secretary finds his Directors are taking an interest in their duties, it acts as a con-

PRESENT
MEMBERSHIP

LOCAL
OPTION BILL
REFERENDUM

DIRECTORS'
MEETINGS

FIFTH ANNUAL REPORT

tinual spur to his activities and he is always on the alert for new movements of value to present for their consideration.

While the Board of Directors desired to have several social functions during the year, it was found possible to hold only one.

Upon June 1st, a Patriotic Luncheon occurred at the Hotel Astor. It was one of the most successful affairs in the history of the organization.

The Grand Ball Room was well filled and the speakers were Hon. James W. Gerard, formerly Ambassador to Berlin; Major Charles W. Gordon, of the 43rd Highlander Regiment of Canada, and Hon. George McAneny.

Judge Gerard's address was of extreme importance, as it gave an adequate idea of conditions in Berlin and of the efforts necessary if we were to win the war. It was sent by Associated Press to every newspaper in the country.

Major Gordon is perhaps, more widely known under his nom-de-plume of Ralph Connor, and his books are read wherever the English language is spoken. His speech thrilled and enthused the audience. One moment his hearers were moved to tears, while the next they leaped to their feet and cheered him and the Allies.

Mr. McAneny was listened to with close attention and was entertaining and instructive as he always is.

We were highly honored in having three such eminent gentlemen as our Guests of Honor.

The Association obtained the passage of an ordinance prohibiting push carts upon 28th and 29th Streets. They interfered with the movement of surface cars and obstructed traffic.

By appointment of Borough President Marks, we took charge of patriotic meetings held upon July 4th at Columbus Circle and in Union Square. Several thou-

PATRIOTIC
LUNCHEON

PUSH CART
ORDINANCE

FOURTH OF
JULY

sand hangers were printed and distributed at the expense of the Association in advertising these meetings. They were attended by large concourses of people.

Needs of the Association

The Association Needs 2000 Members

The question of securing additional members is being considered by the Board of Directors. The Broadway Association needs to be well equipped in order to meet the ever growing demands made upon it. Our membership should be several times larger. We would secure thereby not only a much greater influence, but our treasury would always be able to provide the means for obtaining the desired results. It should not be difficult to secure this increased membership. A few hours work on the part of our volunteers last December raised the income of the organization about six-fold. With our greater knowledge of the field, and aided by the proper compilation of the names of nearly 5000 eligible prospective members, which has been carried on during the year, a like effort will bring even better results. Within a few days of the writing of this report, comprehensive plans for an intensive campaign will be laid before the Board of Directors.

LARGER
MEMBERSHIP

The Association Needs An Industrial Survey

There is a section of Broadway below 14th Street where for certain reasons real estate values have been tremendously lessened during the last few years. If something can be done to restore those values, not only will large numbers of property owners be benefited, but every taxpayer throughout the city will have cause for

AN
INDUSTRIAL
SURVEY

rejoicing. The loss of assessment values in the section named has caused higher tax rates elsewhere. Can anything be done in this respect? I think it can, because a remedy has been found for a like condition in another part of the city.

The city can no longer be developed, hit or miss, any more than can the single industry. Certain things that the Broadway Association had to accomplish were perfectly clear at the start and in concentrating upon them the organization has done its best work.

The organization can make its greatest accomplishments for the future, however, only if it has at hand the fullest information with regard to the conditions and possibilities of its territory.

We must have an inventory of our natural resources and liabilities—full information on real estate values, rentals, occupancy, street traffic, opportunities for manufacturing enterprises and other measures of business and civic conditions—in short, an industrial survey of Broadway and its immediate district.

Such surveys in other cities have blazed the pathway for rapid advancement. Through such a study it should be possible to discover the development particularly open to lower Broadway and to bring this section forward as a similar type of survey has already brought back 23rd Street.

The cost of such survey would be a very proper expense for the Association to bear.

The Association Needs Funds for Adequate Street Inspection

A better system of street inspection must be evolved. It is our duty to watch and guard Broadway throughout its length of over fifteen miles. A frequent, possibly a daily inspection of the whole thoroughfare should be

made, including blocks immediately adjacent. A record should be kept of every street opening and by whom made. We should know who keeps ripping our streets up and how often they do it. We should know that street surfaces are restored as soon as possible after opening. Upon *one block* during the present summer, I noticed the following: The block was opened, a sewer put in, and the trench closed up. A few days later, the same trench was opened and a water pipe was put down. The trench was closed up again, but reopened within a week or two and a gas pipe laid on top of the water pipe. The trench was closed again, but I am now informed that one of the electrical companies will soon open this trench again for the purpose of laying a new conduit. I believe that by close watch of matters of this kind we can not only compel a more rapid closing of all street openings, but can compile some statistics which will be of value in evolving a more efficient method.

The Association Needs a Publicity Manager

During the past year, very little could be done to keep members informed of what the Association was doing and for what their dollars were being spent. Nothing is more harmful to the growth and welfare of a civic organization than to be neglectful in this respect. Your Board of Directors is not responsible, because early in the year, when I laid the subject before them, they instructed me to begin the publication of a monthly bulletin to be sent to all members, which was to have full details of the work under way and accomplished. I found it impossible to do this work creditably and still perform my other duties and it was therefore not done. With a sufficient office force, a publication

PUBLICITY
FOR
MEMBERS

which will be satisfactory to the membership will be issued at least monthly.

The Association Needs More Social Features

SOCIAL EVENTS

The Association should hold a monthly gathering of some sort. It may be in the form of a luncheon or possibly some evening function. This will enable the members to become acquainted, will cause good fellowship and, as such affairs should always be upon a high plane, they will value connection with the organization because of the pleasure received if for no other reason.

It is my intention, in this connection, to suggest the organization of a "Members' Council," promptly after the annual meeting. It will be one of the duties of the Council to plan and carry out matters of this kind as well as to make helpful suggestions to the Board of Directors.

The Association Needs More Commodious Offices

ENLARGED OFFICES

The Association must have larger offices. At the present time, we are occupying one room only. There is no privacy, the furniture is poor, all facilities are inadequate and there is not room to hold a committee meeting. I can secure quite a valuable library upon civic matters whenever we have space for it, at very little expense. This library would be in constant use for reference.

The Association Needs a Banquet Annually

ANNUAL BANQUET

The usual annual banquet was not held last year, because of pressure of work, and this should not be

omitted again. The Board of Directors has already ordered that a banquet be arranged in the near future.

The Association Needs a Sufficient Office Staff

To properly attend to the work of the Association, additional employees are needed. During the past year, the Executive Secretary and a stenographer have constituted the whole staff. An assistant secretary able to attend to our publicity and office management and to handle complaints of members should be employed. Other employees in the office can be used to good advantage. Special men are frequently needed for studying traffic conditions, obtaining signatures to petitions, etc. It has been proven by the experience of other organized bodies that a secretary's time is fully employed if there are six committees at work. I have found that if I pay proper attention to the individual wants or complaints of members I have but little time for other purposes, assuming that I work a reasonable number of hours daily.

There are sufficient subjects of public importance upon which we should have committees at work to keep a secretary fully employed. The importance of the business done in the evening on certain portions of Broadway and difficulties of the traffic situation require that we watch conditions at night as well as in the daytime.

The Association Needs a Larger Income

Our total income last year has been about \$13,000.00. A study of the Treasurer's report will show how it was spent. There is a neighboring association of ours with problems much less important and with about two miles of street to look after and yet it has an income of more

ADDITIONAL
AIDS
NEEDED

INCOME

than \$30,000.00. By comparison, the Broadway Association should have a treasury of thrice that amount.

Broadway Needs a Strong Broadway Association

With an adequate treasury, the Association can do much to improve Broadway from the aesthetic standpoint. We can expect but little in this respect from the city government because its funds are pressingly needed in other directions.

Here are just a few of the possibilities that suggest themselves:

BOWLING GREEN can be much improved. Is an eyesore, particularly in winter. If nothing more can be done, ever-green trees should be planted in large tubs and placed in the fountain bed when the water is drawn off in the fall. I have had a design made by a skilled arboriculturist who studied the Green with the idea of making it attractive and beautiful in winter. The expense, the first year would be about \$500.00, and after that about \$100.00 annually.

CITY HALL PARK—The remarks about Bowling Green apply here, the expense being a little larger.

TRIANGULAR SPACES—There are a number of these spaces along Broadway which offer us great opportunity. There is one at 23rd Street, several between 43rd Street and 46th Street, and others further uptown.

UNION AND MADISON SQUARES—The Park Department will be glad to have our co-operation in improving these most important breathing places.

The By-Laws of the Association are somewhat antiquated. They performed their function when the organization was small and relatively inactive. With a larger treasury and membership, with a departmentalized staff

BROADWAY ASSOCIATION

as will be the case in the future, they should be revised. In fact, amendments can hardly meet the situation. In the near future, the Board of Directors will be requested to authorize the appointment of a revision committee and the report of that committee, if appointed, will be laid before the Association for approval.

Conclusion

The Broadway Association has an opportunity for public service given to few civic organizations. We will fail if we do not recognize our great privilege and resolve to fully measure up to it.

In days of old the youth of Athens were taught an oath which all took when they arrived at the proper age. Can we not derive something of value from that oath? I here set it down, trusting that we too may take this oath, resolving to keep it faithfully and I also propose that the second paragraph be made the slogan of the Broadway Association.

The Civic Oath

"We will never bring disgrace on this, our City, by any act of dishonesty or cowardice.

"We will fight for the Ideals and the Sacred things of the City, both alone and with many.

"We will revere and obey the City's laws, and we will do our best to incite a like reverence and respect in those who are prone to annul them or set them at naught. We will strive increasingly to quicken the public's sense of civic duty.

"Thus in all these ways we will transmit this City, not only not less, but greater, better and more beautiful than it was transmitted to us."

Very respectfully,

E. W. ESTES,

Executive Secretary.

Alphabetical List of Members

September 30th, 1917

For Classified List Consult Page 58

NOTE.—The members of the Broadway Association are requested to report to the Executive Secretary any inaccuracies which may exist in this list. The data on file is in some respects very incomplete and there has not been the opportunity to consult every member regarding the proper classifications. Errors reported will be corrected in succeeding issues.

A

MEMBERS	ADDRESS	BUSINESS	CLASSIFIED LIST
A.-Z Company	527 W. 56th St.	Auto Parts	IX-1
Acker Merrall & Condit Co.	135 W. 42d St.	Grocers	I-1
Adams, E.	236 W. 59th St.	Autos	IX
Adams, Henry H. & Co.	149 Broadway.	Iron & Steel	XXIX-1
Adams Land & Building Co.	61 Broadway.	Real Estate	XX
Adams-Thomas-Everts, Inc.	236 W. 59th St.	Autos	IX
Ajax Rubber Co., Inc.	1796 Broadway.	Rubber Goods	IX&X-2
Aberdeen Hotel	17 W. 32d St.	Hotel	XXI
Alexander, Chester,	842 Broadway	Clothing	VI-1
Alford, C. G. & Co.	192 Broadway	Jewelers	VIII
Allen-Nugent Co.	1182 Broadway	Publishers	XXIII-2
Allen, A. W.	195 Broadway	Real Estate	XX
Altenbrand, Henry	160 Broadway	Barley, malt, grain	XV-3
Altman, Morris P.	20 W. 34th St.	Builder	XX
American Exchange Nat'l Bank	128 Broadway	Bank	XXIV
American Surety Co.	100 Broadway	Surety bonds	XXV
Ames, Winthrop	238 W. 44th St.	Theatrical	XXIII
Amron, J.	B'way and 36th St.	Hotel	XXI
Andrews, A. C.	57 Broadway	Banker	XXIV
Ashforth, Albert B.	10 E. 33rd St.	Real Estate	XX
Astor Hotel	B'way and 44th St.	Hotel	XXI
Atlantic National Bank	257 Broadway	Bank	XXIV
Atlas Line Steamship Co.	41-45 Broadway	Steamship Co.	XXVIII-3
Atwood, C. C.	527 W. 56th St.	Auto Parts	IX
Automobile Club of America	247 W. 54th St.		

B

Baker & Bennett Co.	873 Broadway	Toys & Novelties	IV-3
Baker, R. & L. Co.	1765 Broadway	Autos	IX
Ball, Alwyn Jr.	11 Broadway	Real Estate	XX
Baskins, J.	209 West 96th St.	Taxies	XXVIII-2
Beck, Martin	1564 Broadway	Mgr. Orpheum Theatre	XXIII
Beecroft, David	239 West 39th St.	Publishers	XXIII-2
Behan, P. J.	Hotel Knickerbocker	Hotel	XXI
Beinecke, Edwin J.	115 Broadway	Real Estate	XXI
Belleclaire Hotel	77th St. and B'way	Hotel	XXI
Belding Bros. & Co.	902 Broadway	Mfrs. Silk	XXVI
Bentham, M. S.	1564 Broadway z	Theatrical Agents	XXIII
Berry, A. F.	130 East 15th St.	Lighting	XXIII
Biggs, E. M.	1457 Broadway	Mfrs. & R. Clothing	VI-1
Bijou Building	1237 Broadway	Real Estate	XX
Bill & Caldwell	743 Broadway	Hats	VI-3
Bill, Edward W.	743 Broadway	Hats	VI-3
Bird, W. P.	Hotel Knickerbocker	Hotel	XXI
Blackman, R. D.	77th St. and B'way	Hotel	XXI
Bloodgood, B. J.	47 West 34th St.	Real Estate	XX
Bloom, Sol	1476 Broadway	Real Estate	XX
Blout, Emanuel	2799 Broadway	Talking Machines	XXVII
Blumenthal, F. & Co.	695 Broadway	Art Flowers & Feathers	VII

BROADWAY ASSOCIATION

B

MEMBER	ADDRESS	CLASSIFIED BUSINESS	LIST
Boldt, George C. Estate	Waldorf-Astoria	Hotel	XXI
Bolton, R. P.	55 Liberty St.	Machinery	XIX-2
Boomer, L. M.	Hotel Claridge	Hotel	XXI
Boomer, L. M.	Hotel McAlpin	Hotel	XXI
Boggs, John G.	Hotel Laurelton	Hotel	XXI
Booth Bros. & Hurricane			
Isle Granite Co.	206 Broadway	Granite Contractors	XVII-3
Borgenicht, L.	1115 Broadway	Children's dresses	V-2
Bowman, Sidney B.	225 West 49th St.	Auto Co.	IX
195 Broadway Corp.	195 Broadway	Real Estate	XX
Branigan, Joseph M.	1270 Broadway	Union Suits	III-5
Brady, James B. Estate	170 Broadway		
Brady, William A.	138 West 48th St.	Motion Pictures	XXIII
Brazer, Clarence W.	133 Broadway	Architect	XVII-1
Buchner, J. W.	529 West 42d St.		
Bulick Auto Co.	1733 Broadway	Autos	IX
Breslin Hotel	B'way and 29th St.	Hotel	XXI
Bretz, J. S.	250 West 54th St.	Automobile Tires	IX
Broadway Central Bank	97th St. and B'way	Bank	XXIV
Broadway Realty Company	11 Broadway	Real Estate	XX
Broadway & 7th Ave. R. R. Co.	719 Broadway	Street Railway	XXVIII-1
Broadway Taxi Operating Co.	209 West 96th St.	Taxis	XXVIII-2
Broadway Trust Co.	Woolworth Bulidnig	Bank	XXIV
Brokaw Bros.	1457 Broadway	Mfrs. & R. Clothing	VI-1
Brunswick-Balke Collender Co.	29 West 32d St.	Billiard Tables	XXIX
Browne's Chop House	1424 Broadway	Restaurant	XXI
Brokaw, Howard	1457 Broadway	Men's Clothing	VI-1
Brown, R. L.	B'way and 29th St.	Hotel	XXI
Brown, Wilbur C.	51 West 63d St.	Auto Supplies	IX
Browning, King & Co.	1265 Broadway	Clothiers	VI-1
Bucklin, F. H.	1140 Broadway	Publishers	XIII-2
Bustanoby's	80 West 40th St.	Restaurant	XXI
Butterfield, Fred & Co.	725 Broadway	Dry Goods	III-1

C

Cafe des Beau Arts.	80 West 40th St.	Restaurant	XXI
Calhoun, Robbins & Co.	895 Broadway	Fancy Goods	IV-1
Cull, Edward Payson	32 Broadway	Newspaper	XXX
Cameron, Wm. R.	18 East 41st St.	Chemicals	XI-1
Campbell, Frank E.	241 West 23d St.	Undertaker	XXXI
Carrie, F. G.	42 West 62d St.	Autos	IX
Caswell-Massey Co.	1240 Broadway	Druggist	XI-1
Casler, Howard W.	15 Dey St.	Tel. Co.	XXXII
Centadrink Filters Co.	1440 Broadway	Water Filters	XV-2
Cerf, Louis F.	137 Broadway	Insurance	XXV
Chandler, Walter, Jr.	Motel Martinique	Hotel	XXI
Chalmers Motor Car Co.	1826 Broadway	Automobiles	IX
Chase National Bank	57 Broadway	Bank	XXIV
Chemical National Bank	149 Broadway	Bank	XXIV
Chatham & Phenix National Bank	270 Broadway	Bank	XXIV
Cheney, O. H.	78 Madison Ave.	Bank	XXIV
Chevrolet Motor Co.	1651 Broadway	Automobiles	IX
Childs Company	200 Fifth Ave.	Restaurant	XXI
Churchill, James	1602 Broadway	Restaurant	XXI
Citizens' National Bank	320 Broadway	Bank	XXIV
City Investing Building	165 Broadway	Real Estate	XX
Clark, Geo. Hallett	301 West 109th St.	Contracting Eng.	XVII-2
Class Journal Co.	239 West 39th St.	Publishers	XIII-2
Clinton & Russell	32 Nassau St.	Architects	XVII-1
Clough-Borne Construction Co.	101 Park Ave.	Bldg. Constr.	XVII-2
Cobb, Candler	60 Broadway	Lawyer	XXXIII
Cohan, Geo. M.	226 West 42d St.	Theatrical	XXIII
Collins, C. B.	9 West 17th St.	Real Estate	XX
Colonial Motors, Inc.	1748 Broadway	Automobiles	IX
Colt-Stratton Co.	1770 Broadway	Automobiles	IX
Columbia Trust Co.	358 Fifth Ave.	Trust Co.	XXIV
Commercial Trust Co.	1451 Broadway	Trust Co.	XXIV
Copeland, Henry C.	242 West 101st St.	Real Estate	XX
Corbin-Brown Co.	51 West 63d St.	Autos	IX
Cort, John	1476 Broadway	Theatrical Mgr.	XXIII
Cox, Fred I.	902 Broadway	Silk Goods	XXVI
Crex Carpet Co.	1134 Broadway	Floor Cloths	III-6
Crown Haberdashers	1484 Broadway	Gent's Furnishings	VI-2

ALPHABETICAL LIST OF MEMBERS

D

MEMBER	ADDRESS	CLASSIFIED BUSINESS	LIST
Dalton, Wm. A.	2087 Broadway	Local Com. Manager	XXXII
Dalton, J. Henry	1138 Broadway	Restaurant	XXI
David, John	B'way and 32d St.	Men's Clothing	VI-1
Davies, J. Clarence	3d Ave. and 149th St.	Real Estate	XX
Delmartin Cafe	1138 Broadway	Restaurant	XXI
Delpark, Inc.	1261 Broadway	Neckwear & underwear	VI-2
Detroit-Cadillac Motor Co.	1881 Broadway	Motors	IX
Dieckerhoff Rafflor & Co.	564 Broadway	Notions	IV-1
Dillingham, C. B.	1555 Broadway	Theatrical	XXIII
Dodge, H. V.	1692 Broadway	Auto Tires	IX
Down-Town Dry Goods Ass'n	317 Broadway	Offices	XX
Dowling, Robert E.	165 Broadway	Jewelry	VIII
Dreicer & Co.	560 Fifth Ave.	Mercantile Agencies	XXXIV
Dun, R. G. Estate	290 Broadway	Trust Co.	XXIV
Dunn, Harris A.	358 Fifth Ave.	Hotel	XXI
Duncan, Henry S.	1450 Broadway	Hatters	VI-3
Dunlap & Co.	181 Broadway	Hatters	VI-3
Dunlap & Co.	180 Fifth Ave.		

E

East River National Bank	680 Broadway	Bank	XXIV
Edwards, T. P.	217 Broadway	Insurance	XXV
Einstein Wolf Co.,	1115 Broadway	Laces & embroideries	III-4
Electric Meter Corp.	55 Liberty St.	Electric	XIX-2
Elliot, Jas. & Co.	370 Broadway	Linens	III-4
Emerson Motors Co., Inc.	47 West 34th St.	Motors	IX
Emery-Beers Co.	B'way and 24th St.	Hosiery	III-5
Emery, Jos. A.	B'way and 24th St.	Hosiery	III-5
Empire Carting Co.	13 Park Row	Trucking	XXVIII-4
Empire Trust Co.	120 Broadway	Trust Co.	XXIV
Equitable Office Building Corp.	120 Broadway	Real Estate	XX
Erlanger, A.	214 West 42d St.	Theatrical	XXIII
Eshbaugh, W. H.	35 West 42d St.	Lumber	XXVII-4
E. W. Estes	1452 Broadway	Secretary	

F

Fifth Ave. Bank of N. Y.	530 Fifth Ave.	Bank	XXIV
Fifth Ave. Bldg. Co.	200 Fifth Ave.	Real Estate	XX
Fifth Ave. Coach Co.	10 East 102d St.	Coaches	XXVIII-5
Firestone Tire & Rubber Co.	1871 Broadway	Rubber Tires	IX
Flake, Mrs. Albert	1 East 49th St.		
Fleet Motor Co.	1655 Broadway	Motors	IX
Forgee, Frederick A.	Times Building		
Franklin Motor Car Co.	1830 Broadway	Autos	IX
French, Shriner & Urner	1263 Broadway	Shoes	X-1
Fifth Avenue & 26th Street Co.	220 Fifth Ave.	Real Estate	XX
Fouquet, Morton L.	1881 Broadway	Motors	IX
Frohman, Daniel	149 West 45th St.	Theatrical	XXIII
Fuller, Geo. A. Co.	Flatiron Building	Bldg. Contr.	XXVII-2

G

Gallagher, P.	1181 Broadway	Builder	XVII-2
Garfield National Bank	B'way and 23d St.	Bank	XXIV
Garland, Geo. W., Jr.	1888 Broadway	Automobiles	IX
Garrety, John F.	B'way and 31st St.	Hotel	XXI
Gaston Williams & Wigmore	120 Broadway	Exporters	XXXV
Gehring Publishing Co.	1480 Broadway	Publishers	XIII-2
Gelula, Max	1472 Broadway	Jewelers	VIII
Gerard Hotel	123 West 44th St.	Hotel	XXI
Gertner, Herman	1446 Broadway	Restaurant	XXI
Gettinger, Wm.	263 Ninth Ave.	Printers	XIV
Gilsey, Frederick C.	170 Broadway	Real Estate	XX
Gilson, Walter S.	Hotel Martinique	Hotel	XXI
Gimbel Bros.	B'way and 32d St.	Dept. Store	II-2

BROADWAY ASSOCIATION

G

MEMBER	ADDRESS	CLASSIFIED BUSINESS	LIST
Globe Wernicke Co.	451 Broadway	Bus. Furniture	XVIII
Goldstone, M. L.	1455 Broadway	Jeweler	VIII
Goldzier, Morris	657 Broadway	Imp. Flowers & Feathers	VII
Goodale, Perry, and Dwight	5 East 23d St.	Real Estate	XX
Goodrich, B. F. & Co.	1870 Broadway	Rubber Goods	IX
Goodwin & Goodwin	148 West 57th St.	Real Estate	XX
Goodwin Welding Co.	227 West 64th St.		
Goodyear India Rubber Selling Co.	503 Broadway	Rubber Goods	IX
Gordon, Myer I.	39-41 East 12th St.		
Gorman, Timothy	21 Spruce St.		
Grand Rapids Show Case Co.	1465 Broadway	Show Cases	XVIII
Grant, Geo. F. Co.	277 Broadway	Elec. Mdse.	XXXVI
Gray Drug Store	43d St. and B'way	Drugs	XI-1
Gumpel, J. & Sons	B'way and 7th Ave	Gent's Furnishings	VI-1
Greeley Sq. Realty Co.	111 Broadway	Real Estate	XX
Green, Thos. D.	Hotel Woodward	Hotel	XXI
Griswold, L. H.	Hotel Continental		
Grosset & Dunlap	1140 Broadway	Publishers	XIII-2
Guaranty Trust Co. of N. Y.	140 Broadway	Trust Co.	XXIV
Gude, O. J. Co.	220 West 42d St.	Bill Posting	XXXVII
Guggenheimer, Chas. S.	120 Broadway	Lawyer	XXXIII
Greeley Sq. Hotel Co.	Hotel McAlpin	Hotel	XXI
Gwilliam Co.	253 West 58th St.	Ball Bearings	IX

H

Hackett, Jas. K.	58 West 71st St.	Theat. Mgr. & Actor	XXIII
Hamburg American Line	41-45 Broadway	Steamship Line	
Hammond Printing Co.	205 West 19th St.	Printing	XIV
Hilton Co.	1375 Broadway	Clothing	VI-1
Hanan & Sons	Marbridge Building	Shoes	X-1
Hannah, Frank	149 West 49th St.	Garage	XXXVIII
Hare, E. S.	61st St. and B'way	Motors	IX
Harriman & Co.	111 Broadway	Bankers	XXIV
Harrington, J. E.	1482 Broadway	Real Estate	XX
Harris, Sam H.	226 West 42d St.	Theatrical	XXIII
Harrolds Motor Car Co.	233 West 54th St.	Motors	IX
Harvey & Outerbridge	11 Broadway	Com. Merchants	XXXIX
Hatch, Robt. Lee	1223 Broadway	Candles	I-2
Hayman, Al.	1430 Broadway	Theatrical	XXIII
Haynes Automobile Co. of N. Y.	1715 Broadway	Automobiles	IX
Hearst, Wm. Randolph	Columbus Circle	Newspapers	XXX
Hell & Stern	1165 Broadway	Real Estate	XX
Henlein & Greentree	1333 Broadway	Suits	V-1
Herald Sq. Hotel, Inc.	B'way and 34th St.	Hotel	XXI
Hess, M. & L., Inc.	907 Broadway	Real Estate	XX
Hetzler, Theo.	530 Fifth Ave.	Banking	XXIV
Hoe, Robert, Estate Co.	15 William St.	Real Estate	
Holbrook, Cabot & Rollins	44th St. and B'way	Bldg. Contr.	XVII-2
Holland House	5th Ave. and 30th St.	Hotel	XXI
Hopkins, P. S.	1454 Broadway	Telephone	XXXII
Horn, W. O. & Bros., Inc.	846 Broadway	Neckwear	III-4
Hotel Imperial	B'way and 32d St.	Hotel	XXI
Hotel Latham	4 East 28th St.	Hotel	XXI
Houk, Geo. W. Co.	1792 Broadway	Wire Wheels	IX
Houpt, Harry S.	1842 Broadway	Autos	IX
House, Grossman & Vorhaus	Times Building	Lawyers	XXXIII
Huberth & Huberth	253 West 58th St.	Real Estate	
Hudson Motor Car Co.	1842 Broadway	Autos	IX
Hudson Safe Deposit Co.	1411 Broadway	Safe Deposit	XXIV
Hudson Trust Co.	1411 Broadway	Trust Co.	XXIV
Hulbert, Hon. Murray	600 West 140th St.	Lawyer	XXX
Hulbert Grand Hotel Co.	B'way and 31st St.	Hotel	XXI
Hurley Shoe Stores Co.	29 Cortlandt St.	Shoes	X-1
Hutchinson, C. E.	1269 Broadway	Shirts	VI-2
Hutton, Wm. E. & Co.	60 Broadway	Brokers	XX
Huyler, C. D.	64 Irving Place	Candies	I-2
Huyler, Frank De Klyn	64 Irving Place	Candies	I-2
Hyde, A. G. & Sons	361 Broadway	Cotton	III-4

ALPHABETICAL LIST OF MEMBERS

I

MEMBER	ADDRESS	CLASSIFIED BUSINESS	LIST
Iceland, Inc.	1682 Broadway	Ice Skating	XL
Imhof, A. G.	249 West 18th St.	Builder	XVII-2
Importers & Traders Nat'l Bank	247 Broadway	Bank	XXIV
Irving Hat Co.	1435 Broadway	Hatters	VI-3
Intern't'l Amusement & Realty Co.	1193 Broadway	Theatrical	XXIII
Irving National Bank	Woolworth Building	Bank	XXIV
Iroquois Hotel	49 West 44th St.	Hotel	XXI
Isotta Fraschini Motors Co.	2 West 57th St.	Motors	IX

J

J. M. Shock Absorber Co.	250 West 54th St.	Auto Accessories	IX
Jacobus Bros. & Co.	1261 Broadway	Cloaks and Dresses	V-1
Janssen, August	30th St. and B'way	Restaurant	XXI
James, F. K. & Co.	247 West 46th St.	Drug Stores	XI-2
Johnston, R. H.	Park Ave. & 57th St.	Automobile Mgr.	IX
Jordan, Walter C.	Times Building	Theatrical	XXIII
Journal of Commerce	32 Broadway	Newspaper	XXX

K

Kalbfeisch, Franklin H. Co.	B'way and 16th St.	Chemicals	XI-1
Kaufman, L. G.	149 Broadway	Banker	XXIV
Katzenstein, Sol.	1261 Broadway	Underwear	III-5
Keefe, H. C.	205 West 19th St.	Printing	XIV
Keiser, Grenville	1269 Broadway		
Keith, Paul A.	1193 Broadway	Theatrical	XXIII
Keller, J. A.	295 Lafayette St.	Printing	XIV
Kelly Springfield Tire Co.	B'way and 57th St.	Rubber Tires	IX
Kennelly, Bryan L.	156 Broadway	Real Estate	XX
Kennelly, Joseph P.	2852 Broadway	Restaurant	XXI
Ker, Norman Co.	1123 Broadway	General Contrs.	XVII-2
Keystone Tire & Rubber Co.	1877 Broadway	Tires & Rubber	IX
King, Mark J.	115 West 38th St.	Telephone	XXXII
Klaw, Marc	214 West 42d St.	Theatrical	XXII
Kluyksens, G. J.	112 West 42d St.	Exporters	XXXV
Knauth, Nachod & Kuhne	120 Broadway	Bankers	XXIV
Knickerbocker Ice Co.	1480 Broadway	Ice Co.	XL
Knickerbocker Hotel	42d St. and B'way	Hotel	XXI
Knickerbocker Theatre	1402 Broadway	Theatrical	XXIII
Knox Hat Co., Inc.	161 Broadway	Hatters	VI-3
Knox Hat Co., Inc.	452 Fifth Ave.	Hatters	VI-3
Kohn, Edward A.	232 West 27th St.	Wholesale Liquor	XV-1
Korn, Peter, & Sons, Inc.	1333 Broadway	Jewelers	VIII

L

Lambert, M.	29 Cortlandt St.	Shoes	X-1
Langstadter, A.	513-515 Sixth Ave.	Printers	XIV
Lescaris, E.	110 West 54th St.	Autos	IX
Laurelton Hotel	147 West 55th St.	Hotel	XXI
Law, C. L.	Irving Pl. & 15th St.	Electric Power	XLIII
Lawyers' Club	115 Broadway		
Lawyers' Title & Trust Co.	160 Broadway	Trust Co.	XXIV
Leblang, Joseph	1482 Broadway	Theatre Tickets	XXII
Lee-Martin, R. H.	120 Broadway	Exporter	XX
Leopold, J., & Co.	233 Broadway	Granite	XVII-2
Levey, H. H.	1828 Broadway	Publishing	XIII-2
Limburg, H. R.	160 Broadway	Lawyer	XXXIII
Lincoln Trust Co.	204 Fifth Ave.	Trust Co.	XIV
Lindley, Chas. N.	115 Broadway	Lawyer	XXXIII
Little Theatre	238 West 44th St.	Theatre	XXIII
Lloyd Jewelry Co.	1315 Broadway	Jewelry	VIII
Locke & Clarke Co.	894 Broadway	Neckwear	III-4
Locomobile Co. of America	22 West 61st St.	Automobiles	IX
Longacre Land Co.	B'way and 42d St.	Real Estate	XX
Lorber, Adolph	1420 Broadway	Restaurant	XXI

BROADWAY ASSOCIATION

M

MEMBER	ADDRESS	CLASSIFIED BUSINESS	LIST
McAneny, George	The Times	Publisher	XIII
McBride, Wm. M.	1497 Broadway	Theatre Tickets	XXII
McCorry, Al. E. F.	1269 Broadway	Real Estate	XX
McCreery, James, Realty Corp.	112 West 42d St.	Real Estate	XX
McGraw, James H.	239 West 39th St.	Publishers	XIII
Macy, R. H., & Co.	B'way and 34th St.	Dry Goods	II-2
MacDonald, Albert	1737 Broadway	Tires & Tubes	IX
MacDonald, James B.	102 West End Ave.	Auto Repairs	IX
MacFadden, Bernard	Flatiron Building	Restaurant	XXI
Magowan, E. F.	Hotel Knickerbocker	Hotel	XXI
Majestic Hotel	C. P. W. and 72d St.	Hotel	XXI
Markel, Louis	17 West 32d St.	Hotel	XXI
Malevinsky, M. S.	1482 Broadway	Lawyer	XXXIII
Mallard Distilling Co.	232 West 27th St.	Liquors	XV-1
Marble, W. A.	880 Broadway	Corsets	IV-2
Mahin, H. J.	220 West 42d St.	Bill Posting	XXXVII
Marbridge Bldg.	27 West 34th St.	Real Estate	XX
Marceau, Theo. C.	624 Fifth Ave.	Photographer	XXXIX
Marie Antoinette Hotel Co.	B'way, 66th and 67th	Hotel	XIX
Mark Mitchell Realty Corp.	1579 Broadway	Real Estate	XX
Marks, J. L.	1592 Broadway	Theatre Tickets	XXII
Marlborough Hotel	B'way and 36th St.	Hotel	XXI
Marmon N. Y. Co.	42 West 62d St.	Autos	IX
Martin Bldg.	1270 Broadway	Real Estate	XX
Martiniue Hotel	1974 Broadway	Real Estate	XX
Maxwell Motor Sales Corp.	B'way and 32d St.	Hotel	XXI
Mayer, Benjamin W.	1808 Broadway	Motors	IX
Meade, R. W.	2 West 33d St.	Neckwear	I, J-4
Mehlig, J.	10 East 102d St.	Coach Line	XXVIII
Melville Shoe Corp.	1315 Broadway	Jewelry	VIII
Merrall, Walter	121 Duane St.	Shoes	X-1
Metcalf, Jas. S.	135 West 42d St.	W. & R. Grocer	I-1
Metropolitan Life Ins. Co.	17 West 31st St.	Publisher	XIII
Metropolitan Opera House	1 Madison Ave.	Ins.	XXV
Metz, H. A.	1425 Broadway	Theatrical	XXIII
Meyer, Alexander H.	B'way and 26th St.	Leather	X-1
Meyer, J. P.	1239 Broadway	Mdse. Reporting	XXXIV
Miller, Chas. E.	41-45 Broadway	Steamships	XVIII-3
Miller, I.	1947 Broadway	Real Estate	XX
Mirror	1554 Broadway	Shoes	X-1
Magowan, E. F.	431 Hudson St.	Candles	I-2
Monroe Clothes Shop	Hotel Knickerbocker	Hotel	XXI
Moon Motor Car Co. of N. Y.	1476 Broadway	Men's Clothing	VI-1
Morganthau, M. L.	237 West 58th St.	Motors	IX
Moriarty E. F.	431 Hudson St.	Candy	7-2
Morris & McVelgh	Hotel Knickerbocker	Hotel	XXI
Mortimer, Geo. T.	32 Liberty St.	Lawyers	XXXIII
Motor Car Equipment Co.	120 Broadway	Real Estate	XX
Moyses & Dreyfus	19 West 62d St.	Motors	IX
Munn & Co.	1115 Broadway	Cloaks	V-1
Mnives & Berlln	33 Broadway	Publishers	XIII
Muser Bros.	725 Broadway	Clothing	VI-1
Mutual Bank	1150 Broadway	Laces & Embroidery	III-3
Mutual Benefit Life Ins. Co.	49 West 33d St.	Bank	XXIV
	137 Broadway	Ins.	XXV

N

National Cash Register Co.	1170 Broadway	Cash Registers	XVIII
National Dollar Shirt Shops	97 Franklin St.	Gent's Furnishings	VI-2
Nazareth Cement Company	1270 Broadway	Cement	XVII-3
Nelson, Lee & Green, Inc.	47 West 34th St.	Real Estate	XX
Nelson, W. A.	Hotel Knickerbocker	Hotel	XXI
Nemeth, John, State Bank	395 Broadway	Banker	XXIV
New Lyceum Theatre	149 West 45th St.	Theatre	XXIII
New Netherland Bank of N. Y.	41 West 34th St.	Bank	XXIV
N. Y. City Car Advertising Co.	225 Fifth Ave.	Advertising	XLII
N. Y. Consolidated Railroad Co.	85 Clinton St., B'klyn	Transportation	XXVIII-1

ALPHABETICAL LIST OF MEMBERS

N

MEMBER	ADDRESS	CLASSIFIED BUSINESS	LIST
N. Y. Edison Co.	Irving Pl. & 15th St.	Public Utilities	XLIII
N. Y. Millinery & Supply Co.	1237 Broadway	Millinery	VII
N. Y. Railways Co.	165 Broadway	Railways	XXVIII
N. Y. Times	West 43d St.	Publishers	XIII
N. Y. Tribune Association	151 Nassau St.	Publishers	XIII
Newton, F. D.	1730 Broadway	Rubber Tires	IX
Newton, Geo. H.	14 East 28th St.	Hotel	XXI
Nicoll The Tailor, Inc.	1242 Broadway	Men's Tailor	VI
Nissen, Ludwig & Co.	182 Broadway	Diamonds	VII
Noyes, Chas. F., Co.	92 William St.	Real Estate	XX
Nunnally Co., The	1394 Broadway	Candy	

O

Ochs, Adolph S.	West 43d St.	Publisher	XIII
Oelrichs & Co.	11 Broadway	Importers	XLIV
Oestreicher Bros.	1409 Broadway	Men's Tailors	VI-4
Oler, Wesley M.	1480 Broadway	Ice	XLI
O'Reilly, Thos. J.	B'way and 109th St.	Real Estate	XX
Orpheum Theatre	1564 Broadway	Theatre	XXIII
Ottinger, N. L.	148 West 57th St.	Real Estate	XX
Outerbridge, E. H.	11 Broadway	Com. Mer.	XXXIX
Owen, R. M.	1767 Broadway	Autos	IX

P

Pacific Bank	78 Madison Ave.	Bank	XXIV
Packard Motor Car Co.	1861 Broadway	Autos	IX
Carl H. Page Co.	1895 Broadway	Autos	IX
Page & Shaw	362 Fifth Ave.	Candies	I-2
Park & Tilford	529 West 42d St.	Candies	I-1
Parker, Bedell	1261 Broadway	Men's Furnish.	VI-2
Partridge, E. S.	1767 Broadway	Autos	IX
Paschkes Co.	1416 Broadway	Furriers	XLV
Louis Paschkes	1416 Broadway	Furriers	XLV
Pekin Restaurant Co.	B'way and 47th St.	Restaurant	XXI
Peabody, Jas. A.	11 Broadway	Real Estate	XX
Pelz, Otto	538 Dean St., Bkn.		
Pelz, Geo. V. W.	109 West 125th St.	Dis. Com. Mgr.	XXXII
Pentz, Henry H.	430 Broadway	Local Commercial Mgr.	XXXII
Petitmaire, F. H.	250 West 54th St.	Auto Acces.	IX
Picard, A. J., & Co.	1721 Broadway	Auto Supplies	IX
Plummer, John F.	1748 Broadway	Autos	IX
Plummer, Harry	1748 Broadway	Autos	IX
Poland Spring Water Co.	1180 Broadway	Spring Water	XXVII
Pollock, J. R.	15 Dey St.	Divn. Commercial Mgr.	XXXII
Portfolio A. & Co.	1333 Broadway	Cloaks	V-1
Potter Properties, Inc., O. B.	71 Broadway	Real Estate	XX
Pratt, Chas. A. B.	68 William St.	Lawyer	XXXIII
Prince George Hotel	14 East 28th St.	Hotel	XXI
Proctor, E. F.	1564 Broadway	Theatrical	XXIII
Public Bank	B'way and 26th St.	Bank	XXIV
Purdy, A. Richard	1411 Broadway	Banker	XXIV
Pyle, James McAlpin	68 William St.	Lawyer	XXXIII

R

Rankin, John	123 West 44th St.	Hotel	XXI
Rapf & Golder	1564 Broadway	Vaudeville producers	XXIII
Razzetti & Cella	1599-1601 Broadway	Restaurant	XXI
Reed, Dr., Cushion Shoe Co.	1372 Broadway	Shoes	X-1
Reese, Wm. F.	23 East 26th St.	Telephone	XXXI
Regan, James B.	Hotel Knickerbocker	Hotel	XXI
Regan, James B., Jr.	Hotel Knickerbocker	Hotel	XXI
Reis, Robt., & Co.	889 Broadway	Underwear	III-5

BROADWAY ASSOCIATION

R

MEMBER	ADDRESS	CLASSIFIED BUSINESS	LIST
Relsenweber, John	58th St. and 8th Ave.	Restaurant	XXI
Remington Typewriter Co.	374 Broadway	Typewriters	XII-1
Rennard, J. C.	195 Broadway	Real Estate	XX
Reo Motor Car Co. of N. Y.	1709 Broadway	Autos	IX
Rialto Theatre Corp.	B'way and 42d St.	Theatre	XXIII
Richards, C. B., & Co.	29 Broadway	Bankers	XXIV
Richards, O. W.	Hotel Martinique	Hotel	XXI
Riess, Chas. F.	1741 Broadway	Autos	IX
Riker, J. J., & Co.	16 West 32d St.	Silk Goods	XXVI
Ritchie & Cornell	1387 Broadway	Tailors	VI-4
Ritehey, D. P.	35th St. and 6th Ave.	Hotel	XXI
Robinson, Myron W.	1134 Broadway	Floor Cloths	III-6
Robinson, Douglas & Chas. S. Brown Co.	14 Wall St.	Real Estate	XX
Rockwood, Nash, Hon.	60 Broadway	Lawyer	XXXIII
Rogers, M. H.	921 Broadway	Upholstery Goods	III-2
Rogers, Peet & Co.	842 Broadway	Clothing	VI-1
Rogers, Gustavus A.	160 Broadway	Lawyer	XXXIII
Rose, F. L.	227 Fulton St.	Spring Water	XV-2
Rosenfeld, I. H.	B'way and 41st St.	Restaurant	XXI
Rosenberg, Walter	112 West 34th St.		
Rosenthal, Jos.	1366 Broadway	Jewelry	VIII
Ruhl, C. H.	B'way and 36th St.	Hotel	XXI
Rothschild, E. S.	26th St. and B'way	Bank	XXIV
Rouss, Peter W.	549 Broadway	Dry Goods	III-1
Rolls Royce Co.	236 West 54th St.	Autos	IX
Ruland & Whiting Co.	710 Madison Ave.	Real Estate	XX
R. & G. Corset Co.	880 Broadway	Corsets	IV-2

S

Sadowsky, R.	1372 Broadway	Cloaks & Suits	V-1
Safford, Arthur E.	Hotel Iroquois	Hotel	XXI
Saks & Co.	B'way and 34th St.	Department Store	II-2
Salmon, Walter J.	17 West 42d St.	Real Estate	XX
Samstag & Hilder Bros.	1200 Broadway	Importers	XLIV
Sanford Hotel Co., Inc.	B'way and 41st St.	Hotel	XXI
Santor Construction Co., Inc.	Times Building	Builders	XVII-2
Savoy Shirt Co.	1261 Broadway	Shirts	VI-2
Saxon Motor Co. of N. Y.	1744 Broadway	Autos	IX
Sayers, J. Fred	B'way and 34th St.	Hotel	XXI
Scheler, John H.	25 West 42d St.	Architect	XVII-1
Schenck, E. S.	320 Broadway	Banking	XXIV
Schmidt, Herman A.	291 Lenox Ave.	Real Estate	XX
Schoverling, Daly & Gales	302 Broadway	Sporting Goods	XXIX
Schubert, J. P.	1424 Broadway	Restaurant	XXI
Schuetter, R. W.	236 West 54th St.	Autos	IX
Schwab, Leon	1179 Broadway	Restaurant	XXI
Schwab Bros. & Baer	1179 Broadway	Restaurant	XXI
Schweitzer, Nathan	291 Washington St.	Poultry	I-3
Selwyn & Co.	1451 Broadway	Theatrical Mgrs.	XXII
Selznick, Lewis J.	729 Seventh Ave.	Films	XXIII
Seymour, F. P.	191 Broadway	Fountain Pens	XII-2
Shattuck, A. R.	11 Broadway	Realty Invest.	XX
Shattuck, Frank G.	62 West 23d St.	Candles	I-2
Sherman, G. L.	Hotel Knickerbocker	Hotel	XXI
Schrafft's	62 West 23d St.	Mfrs. Candles	I-2
Shoninger Bros.	894 Broadway	Laces, Embroideries	III-3
Shumann, J. L.	Hotel Knickerbocker	Hotel	XXI
Silver, C. T.	1760 Broadway	Autos	IX
Silverfield, Henry	1393 Broadway	Jewelry	VIII
Silz, A.	416 West 14th St.	Poultry, Game	I-3
Singer Mfg. Co.	149 Broadway	Machines	XIX-2
S. A. Shoe Co., Inc.	1159 Broadway	Shoes	X-1
Smith, S. Willard	200 Fifth Ave.	Restaurant	XXI
Smith, Morton W.	136 West 52d St.	Motor Trucks	IX
Snow, A. W.	200 Fifth Ave.	Bank	XXIV
Soest, C. C.	7th Ave. and 55th St.	Hotel	XXI
Snyder, C. A.	1170 Broadway	Cash Registers	XVIII

ALPHABETICAL LIST OF MEMBERS

S

MEMBER	ADDRESS	CLASSIFIED BUSINESS	LIST
Somerset Investing Co.	150 West 47th St.	Hotel	XXI
Sommers, H. G.	1402 Broadway	Theatrical	XXXIII
Southworth, A. G.	1733 Broadway	Buick Motors	IX
Society of Restaurants	215 West 23d St.	Restaurant	XXI
Spencer, C. S.	61 Broadway	Real Estate	XX
Spencer, R. F.	1790 Broadway	Rubber Tires	
Stabler, Walter	1 Madison Ave.	Ins.	XXV
Stallo, E. K.	1482 Broadway	Real Estate	XX
Stein, Doblin & Co.	3'way and 22d St.	Whole. Ribbons, etc	IV-1
Steinhardt, A., & Bro.	860 Broadway	Importers	XLIV
St. James Building Co.	1133 Broadway	Real Estate	XX
Stewart, Thos. J.	75 Mont'g St., J. City		
Stewart, Thos. J., Co.	1554 Broadway	Stor. & Carp. Clean'g	XLVI
Stilger, A. E.	266 West 34th St.	Bank	XXIV
Stratton, Harry L.	1770 Broadway	Autos	IX
Strauss, Ignaz, & Co.	1115 Broadway	Japanese Goods	IV-1
Straus, Jesse I.	34th St. and B'way	Department Store	II-2
Straus, Herbert N.	34th St. and B'way	Department Store	II-2
Straus, Percy S.	34th St. and B'way	Department Store	II-2

T

Taylor, Frank Humbert	1158 Broadway	Wines	XV-1
Taylor, C. L.	Hotel Martinique	Hotel	XXI
Taylor, Howard E.	215 West 23d St.	Secretary	
Thompson, Jefferson DeMont	43 West 27th St.		
Times Sq. Auto Supply Co.	1743 Broadway	Auto Supplies	IX
Times Sq. Improvement Co.	61 Park Row	Real Estate	XX
Tisdale, Glenn A.	1830 Broadway	Motors	IX
Titus-Blatter & Co.	880 Broadway	Whole. Dry Goods	III-2
Towne, Henry R.	9 East 40th St.	Locks	XVII-5
Townsend, Copeland	C. P. W. and 72d St.	Hotel	XXI
Tyson & Co.	1482 Broadway	Theatre Tickets	XXII

U

Underwood Typewriter Co.	30 Vesey St.	Typewriters	XII-1
United Elec. Light & Power Co.	130th East 15th St.	Public Utilities	XLIII
United Cigar Stores Co.	44 West 18th St.	Cigars, etc.	XVI-1
U. S. Realty & Imp. Co.	115 Broadway	Real Estate	XX
U. S. Rubber Co.	1790 Broadway	Rubber Tires	IX
U. S. Wood Preserving Co.	165 Broadway	Wood Pavements	XVII-2
United Theatre Ticket Co.	1465 Broadway	Theatre Tickets	XXII
Uppercue, I. M.	1881 Broadway	Autos	IX

V

Van Beuren & N. Y. Bill Pstg. Co.	515 Seventh Ave.	Poster Advertising	XXXVII
Van Horn, H. E.	1792 Broadway	Wire Wheels	IX
Verran, H. E., Co.	19 Union Sq., W.	Linen Novelties	III-4
Vandeever, J. B.	1270 Broadway	Cement	XVII-3
Volkmar, Geo. G.	15 Dey St.	Dist. Coml. Mgrs.	XXXII

W

Waldo, R. H.	154 Nassau St.	Publisher	XIII-2
Walk-Over Shoes	179 Broadway	Shoes	X-1
Waldorf Astoria Hotel	34th St. and B'way	Hotel	XXI
Wallach Bros.	203 Broadway	Men's Tailor	VI-4
Ward, P. Thomas	109 West 125th St.	Telephone	XXXII
Warendorff, A.	1193 Broadway	Florist	XLVII
Warner, Trufy	817 Broadway	Hats	VI-3
Warren Mfg. Co.	Woolworth Building	Paper Mfgs.	XIII-1

BROADWAY ASSOCIATION

W

MEMBER	ADDRESS	CLASSIFIED BUSINESS	LIST
Waterman, Berlin & Snyder Co.	Strand Theatre Bldg.	Theatrical	XXIII
Waterman, Frank D.	191 Broadway	Fountain Pens	XII-2
Waterman, L. E., Co.	191 Broadway	Fountain Pens	XII-2
Watson, J. C.	1461 Broadway	Trust Co.	XXIV
Weber & Heilbroner	241 Broadway	Haberdashers	VI-1
Welnsstock, Leon	155 East 22d St.		
Weldon, C. L.	1465 Broadway	Show Cases	XVIII
Weller, David	1576 Broadway		
Wellington Hotel	7th Ave. and 55th St.	Hotel	XXI
Wells, Thomas	2248 Broadway	Golf School	XL
Welsh, Geo. W.	213 Broadway	Jeweler	VIII
West Side Hotel Club	Hotel Belleclaire		
Western Union Telephone Co.	195 Broadway	Telegraph	XXXII
White Company	Park Ave & 57th St.	Autos	IX
Whitehouse & Hardy	1241 Broadway	Shoes	X-1
White Rock Mineral Springs Co.	100 Broadway	Spring Water	XV-2
White Studio, Inc.	1548 Broadway	Photos	XXXIX
White, Wm. A., & Sons	46 Cedar St.	Real Estate	XX
Whitis, C. W.	111 Broadway	Investments	XX
Wholesale Typewriter Co.	314 Broadway	Typewriters	XII-1
Willys Overland, Inc.	B'way and 50th St.	Autos	IX
Williams, Arthur	Irving Pl. & 15th St.	Public Utilities	XLIII
Williams, Frank	97th St. and B'way	Bank	XXIV
Williams, John	Woolworth Building	Bank	XXIV
Wilson, R. Thornton	120 Broadway	Investment securities	XX
Wilson, D. A.	Hotel Knickerbocker	Hotel	XXI
Windolph, John P.	27 West 33d St.	Real Estate	XX
Wineburgh, Jesse	225 Fifth Ave.	Advertising	XLII
Winton Co.	B'way and 70th St.	Autos	IX
Wolfe, D. E.	1790 Broadway	Ins. & Financing	XXV
Wolf, I. G.	1270 Broadway	Real Estate	XX
Wolcott Realty Co.	10 West 31st St.	Real Estate	XX
Wonder Mist Mfg. Co.	253 West 58th St.	Auto Accessories	IX
Wood, F. B.-W. H. Dolson Co.	B'way and 80th St.	Real Estate	XX
Woodman, W. E.	142 West 49th St.	Hotel	XXI
Woodstock Hotel Co.	127 West 43d St.	Hotel	XXI
Wright, F. W.	250 West 54th St.	Autos	IX

Y

Young Bros.	605 Broadway	Hats	VI-3
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Z

Zagat, Paul Henry	347 Fifth Ave.	Real Estate	XX
Zazali, Chas. P.	Hotel Albemarle	Hotel	XXI
Ziegfeld, Florenz	Century Theatre	Theatrical	XXIII
Zucker, Samuel	719 Broadway	Street Ry.	XXVIII

Classified List of Members

DIVISION I

Food Products and Allied Lines

1. Groceries

MEMBER	ADDRESS	BUSINESS
Acker, Merrill & Condit Co.	135 W. 42nd St.	W. & R. Grocers
Buchner, J. W.	529 W. 42nd St.	W. & R. Grocers
Park & Tilford	225 Fifth Avenue	Groceries, etc.
Merrall, Walter	135 W. 42nd St.	W. & R. Grocers

3. Country Produce

1. Groceries, General

ADDRESS

BUSINESS

2. Confectionery

Hatch, R. L.	1223 Broadway	Candies
Huyler's	64 Irving Place	Candies
Huyler, C. D.	64 Irving Place	Candies
Huyler, Frank DeKlyn	64 Irving Place	Candies
Mirror, The	431 Hudson St.	Candies
Morganthau, M. L.	431 Hudson St.	Mfg. Candies
Nunnally Co., The	1394 Broadway	Mfgs. Candy
Schrafft's	62 West 23rd St.	Mfgs. Candy
Page & Shaw	362 Fifth Avenue	Mfgs. Candy
Shattuck, Frank G.	62 West 23rd St.	Mfgs. Candy

ADDRESS

BUSINESS

3. Country Produce

Schweitzer, Nathan, Co., Inc.	298 Washington St.	Poultry
Silz, A., Inc.	416 W. 14th St.	Poultry and Game

ADDRESS

BUSINESS

DIVISION II

General Merchandise, Department Stores, Etc.

1. General Merchandise, Wholesale

2. Dept. & Retail Dry Goods Stores

3. Commission Merchants

1. General Merchandise, Wholesale

Rouss, Peter W.	549 Broadway	Dry Goods
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ADDRESS

BUSINESS

2. Department & Retail Dry Goods Stores

Straus, Herbert N.	Broadway & 34th St.	Dept. Store
Gimbel Bros.	Broadway & 33rd St.	Dept. Store
Straus, Percy S.	Broadway & 34th St.	Dept. Store
Straus, Jesse I.	Broadway & 34th St.	Dept. Store
Macy, R. H., & Co.	Broadway & 34th St.	Dept. Store
Saks & Co.	Broadway & 34th St.	Dept. Store

ADDRESS

BUSINESS

3. Commission Merchants

Harvey & Outerbridge	11 Broadway	Com. Mer.
Outerbridge, E. H.	11 Broadway	Com. Mer.

ADDRESS

BUSINESS

BROADWAY ASSOCIATION

DIVISION III

Textiles, Wholesale Dry Goods and Allied Lines

1. Dry Goods, Commission Merchants, Mfrs., etc.
2. Upholstery Goods & Curtains
3. Laces & Embroideries
4. Linens and White Goods
5. Hosiery, Underwear, Knit Goods
6. Carpets, Rugs, Matting, etc.

1. Dry Goods, Commission Merchants, Mfrs., etc.

MEMBER	ADDRESS	BUSINESS
Butterfield, Fred, & Co.	125 Broadway	Dry Goods
Hyde, A. G. & Sons	361 Broadway	Cotton
Rouss, Peter W.	549 Broadway	Dry Goods

2. Upholstery Goods & Curtains

Rogers, M. H.	921 Broadway	Upholstery Goods
Titus-Blatter & Co.	880 Broadway	Wholesale Dry Goods

3. Laces & Embroideries

Einstein, Wolfe Co.	1115 Broadway	Laces & Embroid.
Muser Bros.	1180 Broadway	Laces & Embroid.
Shoninger Bros.	894 Broadway	Laces & Embroid.
Stein, Doblín & Co.	Broadway & 22nd St.	Laces

4. Linens & White Goods

Elliot, James, & Co.	370 Broadway	Linens
Horn, W. O., & Bros., Inc.	846 Broadway	Neckwear
Hyde, A. G. & Sons	561 Broadway	Cotton Goods
Mayer, Benj. W.	2 West 33rd St.	Neckwear
Verran, H. E. & Co.	19 Union Square West	Linen Novelties

5. Hosiery & Underwear, Knit Goods

Branigan, Joseph M.	1270 Broadway	Union Suits
Emery, Heers & Co., Inc.	Broadway & 24th St.	Hosiery
Emery, Jos. A.	Broadway & 24th St.	Hosiery
Katzenstein, Sol.	1261 Broadway	Underwear
Reiss, Robert	589 Broadway	Underwear

6. Carpets, Rugs, Matting, etc.

Crex Carpet Co.	1134 Broadway	Floor Cloths
Robinson, Myron W.	1134 Broadway	Carpet

DIVISION IV

Fancy Goods, Notions and Corsets

1. Fancy Goods & Novelties

2. Corsets

3. Toys & Novelties

1. Fancy Goods

Calhoun, Robbins & Co.	895 Broadway	Fancy Dry Goods & Notions
Dieckerhoff, Raffloer & Co.	564 Broadway	Importers

CLASSIFIED LIST OF MEMBERS

MEMBER	ADDRESS	BUSINESS
Samstag & Hilder Bros.	1200 Broadway	Importers
Stein-Doblin Co.	Broadway & 22nd St.	Wholesalers
Steinhardt, A., & Bros.	860 Broadway	Importers
Straus, Ignaz, & Co.	1115 Broadway	Japanese Goods

2. Corsets

R. & G. Corset Co.	880 Broadway	Mfgs. Corsets
Marble, W. A.	880 Broadway	Mfgs. Corsets

3. Toys & Novelties

Baker & Bennett Co.	873 Broadway	Toys & Novelties
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DIVISION V

Women's Clothing

1. Cloaks, Suits, etc.

Henlein & Greentree
Jacobus Bros. & Co.
Moyses & Dreyfus
Portfolio A. & Co.
Sadowsky, R.

1333 Broadway
1261 Broadway
1115 Broadway
1333 Broadway
1372 Broadway

Suits
Cloaks & Dresses
Cloaks
Cloaks
Cloaks & Suits

2. Women's & Children's Wear

1. Cloaks, Suits, etc.

Borgenicht, L.
Locke & Clarke Co.

1115 Broadway
894 Broadway

Children's Dresses
Women's Neckwear

2. Women's & Children's Wear

DIVISION VI

Men's Apparel

& Boys' Clothing

2. Men's Furnishing & Specialties

3. Hats & Caps

4. Merchants & Tailors

1. Men's & Boys' Clothing

Alexander, Chester
Biggs, E. M.
Brokaw, Howard
Brokaw Bros.
Browning, King & Co.
David, John
Hilton Company
Monroe Clothes Shop, Inc.
Munves & Berlin
Rogers, Peet & Co.
Wallach Bros.
Weber & Heilbronner

842 Broadway
1457 Broadway
1457 Broadway
1457 Broadway
1265 Broadway
Broadway & 32nd St.
1375 Broadway
1476 Broadway
725 Broadway
842 Broadway
1203 Broadway
241 Broadway

Clothing
Mfgs. Clothing
Mfgs. Clothing
Clothing
Clothiers
Clothing
Clothing
Men's Furnishings
Clothing
Mfgs. R. Clothes
Clothing
Haberdashers

2. Men's Furnishings & Specialties

Crown Haberdashers, Inc.
Delpark, Inc.
Gumpel & Sons, Inc.
Horn, W. O., & Bros.
Hutchinson, C. B.
National Dollar Shirt Shops
Parker, Bedell
Savoy Shirt Co.

1484 Broadway
1261 Broadway
Broadway & 7th Ave.
846 Broadway
1269 Broadway
97 Franklin St.
1261 Broadway
1261 Broadway

Men's Furnishings
Neckwear, Underwear
Gents' Furnishings
Neckwear
Shirts
Shirts
Men's Furnishings
Shirts

BROADWAY ASSOCIATION

MEMBER	ADDRESS	BUSINESS
3. Hats & Caps		
Bill & Caldwell	743 Broadway	Hats
Bill, Edward W.	743 Broadway	Hats
Dunlap & Co.	181 Broadway	Hats
Dunlap & Co.	180 5th Ave.	Hats
Irving Hat Co.	1435 Broadway	Hats
Knox Hat Co., Inc.	452 Fifth Ave.	Mfgs. Hats
Knox Hat Co., Inc.	161 Broadway	Mfgs. Hats
Warner, Truly	817 Broadway	Hats
Young Brothers	605 Broadway	Hats
4. Merchant Tailors		
Nicoll The Tailor, Inc.	1242 Broadway	Men's Tailor
Oestreicher Bros.	1400 Broadway	Men's Tailors
Ritchie & Cornell	387 Broadway	Men's Tailors

DIVISION VII

Millinery and Kindred Lines

Millinery & Kindred Lines

Blumenthal, F., & Co.	695 Broadway	Art. Flowers & Feathers
Goldzier, Morris	657 Broadway	Imp. Flowers & Feathers
N. Y. Millinery Supply Co.	1237 Broadway	Millinery Goods

DIVISION VIII

Jewelry, Precious Stones, Jewelry Supplies

Alford, C. G., & Co.	192 Broadway	Jewelry
Dreicer & Co.	560 Fifth Ave.	Jewelry
Goldstone, M. L.	1455 Broadway	Jewelry
Gelula, Max	1472 Broadway	Jewelry
Korn, Peter, & Sons	1333 Broadway	Jewelry
Lloyd Jewelry Co.	1315 Broadway	Jewelry
Mehlig, J.	1315 Broadway	Jewelry
Nissen, Ludwig & Co.	182 Broadway	Diamonds
Rosenthal, Jos.	1366 Broadway	Jewelry
Silverfield, Henry	1393 Broadway	Jewelry
Welsh, Geo. W.	213 Broadway	Jewelry

DIVISION IX

Vehicles & Kindred Lines. Automobile & Bicycle Supplies

Adams, E.	236 West 59th St.	Autos
Adams, Thomas, Everts, Inc.	236 West 59th St.	Autos
Atwood, G. C.	527 West 56th St.	Autos
A-Z Company	527 West 56th St.	Auto Parts
Ajax Rubber Co.	Broadway & 56th St.	Tires
Baker, R. & L. Co., Inc.	1765 Broadway	Mfgs. Autos
Bliss, H. R.	1847 Broadway	Autos
Bowman, Sidney B.	225 West 49th St.	Autos
Bretz, J. S.	250 W. 54th St.	Auto Tires
Brown, Wilber C.	51 W. 63rd St.	Auto Supplies
Buick Auto Co.	1733 Broadway	Autos
Carlisle Tire Co.	250 W. 54th St.	Tires & Ball Bearings
Carrie, F. G.	42 W. 62nd St.	Autos
Chalmers Motor Car Co.	1826 Broadway	Autos
Chevrolet Motor Co.	1651 Broadway	Autos
Colonial Motors, Inc.	1748 Broadway	Autos
Colt Stratton Co.	1847 Broadway	Autos
Corbin-Brown Co.	51 West 63rd St.	Autos

CLASSIFIED LIST OF MEMBERS

MEMBER	ADDRESS	BUSINESS
De Dion Bouton Co.	110 West 54th St.	Autos
Detroit-Cadillac Motor Car Co.	1881 Broadway	Autos
Dodge, H. V.	1692 Broadway	Auto Tires
Emerson Motors Co., Inc.	47 West 34th St.	Auto Tires
Firestone Tire & Rubber Co.	1871 Broadway	Rubber Tires
Fleet Motor Co.	1655 Broadway	Automobiles
Fouquet, Morton L.	1881 Broadway	Automobiles
Franklin Motor Co.	1830 Broadway	Automobiles
Garland, Geo. W., Jr.	1888 Broadway	Automobiles
Goodrich Co., E. F.	1780 Broadway	Rubber Tires
Gwilliam Co., The	253 W. 58th St.	Ball Bearings
Hare, E. S.	61st St. & Broadway	Autos
Harrolds Motor Car Co.	253 W. 54th St.	Autos
Haynes Auto Co. of N. Y.	1715 Broadway	Wire Wheels
Houk, Geo. W. Co.	1792 Broadway	Autos
Haupt, H. H.	1842 Broadway	Hudson Autos
Hudson Motor Car Co.	1842 Broadway	Automobiles
Isotta Fraschini Motors Co.	2 West 57th St.	Motors
J. M. Shock Absorber Co.	250 W. 54th St.	Auto Supplies
Kelly-Springfield Tire Co.	Broadway & 57th St.	Auto Tires
Keystone Tire & Rubber Co.	1877 Broadway	Rubber Tires
Lascaris, E.	110 W. 54th St.	Autos
Locomobile Co. of Amer.	22 W. 61st St.	Autos
MacDonald, Albert	1737 Broadway	Tires
MacDonald, James B.	102 West End Ave.	Auto Repairs
Marmon New York Co.	42 W. 62nd St.	Autos
Maxwell Motor Sales Corp.	1808 Broadway	Autos
Moon Motor Car Co. of N. Y.	237 West 58th St.	Autos
Newton, F. D.	1780 Broadway	Tires
Motor Car Equipment Co.	19 West 62nd St.	Tire Supplies
Owen, R. M.	1767 Broadway	Autos
Packard Motor Car Co.	1861 Broadway	Autos
Page, Carl H.	1895 Broadway	Autos
Partridge, E. S.	1767 Broadway	Autos
Picard, A. J., & Co.	1721 Broadway	Auto Supplies
Petitmaire, F. H.	250 W. 54th St.	Auto Acces.
Plummer, John F.	1748 Broadway	Autos
Reo Motor Car Co. of N. Y.	1709 Broadway	Autos
Riess, Chas. E., & Co., Inc.	1690 Broadway	Autos
Rolls, Royce Co.	236 West 54th St.	Autos
Saxon Motor Car Co.	251 West 57th St.	Autos
Schuette, Robt. W.	236 West 54th St.	Autos
Silver Co., C. T.	1760 Broadway	Autos
Smith, Morton & Co., Inc.	136 West 52nd St.	Autos
Southworth, A. G.	1733 Broadway	Autos
Spencer, R. F.	1790 Broadway	Rubber Tires
Stratton, Harry L.	1847 Broadway	Autos
Times Square Auto Supply Co.	1743 Broadway	Auto Supplies
Tisdale, Glenn A.	1830 Broadway	Autos
White Co., The	Park Ave. & 57th St.	Motor Cars & Trucks
Uppercue, I. M.	1881 Broadway	Autos
Van Horn, H. E.	1792 Broadway	Wire Wheels
U. S. Rubber Co.	1790 Broadway	Tires
Winton Company, The	2040 Broadway	Automobiles
Willys Overland, Inc.	2 West 50th St.	Automobiles
Wonder Mist Mfg. Co.	253 W. 58th St.	Auto Access.
Wright, F. W.	250 W. 54th St.	Autos

DIVISION X

Shoes and Rubber Goods

1. Boots, Shoes & Footwear

2. Rubber Goods

1. Boots, Shoes & Footwear

French, Shriner & Urner	1263 Broadway	Shoes
Hanan & Sons	47 West 34th St.	Mfgs. Shoes
Hurley Shoe Store Co.	29 Cortlandt St.	Shoes
Lambert, M.	29 Cortlandt St.	Shoes
Melville Shoe Corp.	121 Duane St.	Shoes

BROADWAY ASSOCIATION

MEMBER	ADDRESS	BUSINESS
Metz, Herman A.	Broadway & 26th St.	Textileleather
Miller, I.	1554 Broadway	Mfgr. Footwear
Reed, Dr., Cushion Shoe Co.	1372 Broadway	Shoes
S. A. Shoe Co.	1159 Broadway	Shoes
Walk-Over Shoe Co.	179 Broadway	Shoes
Whitehouse & Hardy	1241 Broadway	Shoes

	2. Rubber Goods	
Ajax Rubber Co., Inc.	1196 Broadway	Rubber Goods

DIVISION XI

Drugs, Chemicals and Supplies

1. Drugs & Chemicals	1. Drugs & Chemicals	2. Druggists' Supplies
Cameron, Wm. R.	18 E. 41st St.	Chemicals
Caswell, Massey Co.	1240 Broadway	Druggists
Gray Drug Store	43rd St. & Broadway	Drugs
Kaibfleisch, Franklin H., & Co.	Broadway & 16th St.	Chemicals
	2. Druggists' Sundries	
James, F. K., & Co.	247 West 46th St.	

DIVISION XII

Office Appliances and Supplies

1. Typewriters & Typists Supplies	1. Typewriters & Typists Supplies	2. Stationer's Specialties
Remington Typewriter Co., Inc.	374 Broadway	Mfgrs. Type
Underwood Typewriter Co., Inc.	30 Vesey St.	Typewriters
Wholesale Typewriter Co.	314 Broadway	Wholesale Type
	2. Stationer's Specialties & Supplies	
Seymour	191 Broadway	Fountain Pens
Waterman, Frank D.	191 Broadway	Fountain Pens
Waterman, L. E.	173 Broadway	Fountain Pens

DIVISION XIII

Paper and Publishers

1. Paper Manufacturers	1. Paper Manufacturers	2. Publishers
Warren Mfg. Co.	233 Broadway	Mfgrs. Paper
	2. Publishers	
Allen, Nugent Co.	1182 Broadway	Publishers
Beckeroff, David	239 West 39th St.	Publishers
Bucklin, F. H.	1140 Broadway	Publishers
Class Journal Co.	239 West 39th St.	Publishers
Gehring Publishing Co.	1480 Broadway	Publishers
Levey, H. H.	1328 Broadway	Publishers
McAneny, George	The Times	Publishers
McGraw, Jos. H.	239 West 39th St.	Publishers
Metcalf, Jas. S.	17 West 31st St.	Publishers
Munn & Co.	233 Broadway	Publishers
New York Times	West 43d St.	Publishers
New York Tribune	154 Nassau St.	Publishers

CLASSIFIED LIST OF MEMBERS

MEMBER	ADDRESS	BUSINESS
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DIVISION XIV

Printing & Binding Industries

Gettinger, William	263 Ninth Ave.	Printing
Hammond Printing Co.	205 West 19th St.	Printing
Keefe, H. C.	205 West 19th St.	Printing
Keller, J. A.	295 Lafayette St.	Printing
Keller Printing Co.	295 Lafayette St.	Printing
Langstadter, A.	513 Sixth Ave.	Printing

DIVISION XV

Beverages

1. Wines & Liquors, etc.	2. Mineral Waters
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3. Mfgr. Malt, Grain, Barley

1. Wines & Liquors, etc.

Kohn, Edward A.	232 West 27th St.	Wholesale Liquors
Mallard Distilling Co.	232 West 27th St.	Wholesale Liquors
Taylor, Frank Humbert	1158 Broadway	Wholesale Liquors
Williams & Humbert	1158 Broadway	Liquors

2. Mineral Waters

Centadrink Filters Co.	1440 Broadway	Drinking Water
Great Bear Spring Co.	227 Fulton St.	Spring Water
Poland Spring Water Co.	1180 Broadway	Spring Water
Rose, F. L.	227 Fulton St.	Mineral Waters
White Rock Mineral Spring Co.	100 Broadway	Mineral Waters

3. Mfgr. Malt, Grain, Barley

Altenbrand, Henry	160 Broadway	Barley, Malt, Grain
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DIVISION XVI

Tobacco and Allied Lines

1. Cigars	2. Pipes & Smoker's Articles
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United Cigars Store Co.	44 West 18th St.	Cigars
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2. Smoker's Articles & Pipes, etc.

Kaufmann Bros. & Bondy	33 East 17th St.	Pipes, etc.
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DIVISION XVII

Building and Engineering

1. Architects	3. Masonry Materials
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2. Contracting, Engineering, Bldg., Gen. Contrs., etc.	4. Lumber
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5. Locks

1. Architects

Brazer, Clarence W.	1133 Broadway	Architect
Clinton & Russell	32 Nassau St.	Architect
Scheier, John H.	25 West 42d St.	Architect

BROADWAY ASSOCIATION

2. Contracting Engineers, Building, etc.

MEMBER	ADDRESS	BUSINESS
Altman, Morris P.	20 West 34th St.	Builder
Clark, Geo. Hallett	301 West 109th St.	Contracting Engrs.
Clough-Borne Construction Co.	101 Park Ave.	Bldg. Construction
Fuller, Geo. A., Co.	Fuller Building	Bldg. Construction
Gallagher, F.	1181 Broadway	Builder
Holbrook, Cabot & Rollins	Broadway and 44th St.	Bldg. Contractors
Imhof, A. G.	249 West 18th St.	Builder
Ker, Norinan Co.	1123 Broadway	Gen. Contractors
Leopold, J. & Co.	233 Broadway	Granite
Santor Construction Co., Inc.	Times Building	Builders
T. S. Wood Preserving Co.	165 Broadway	Wood Pavements

3. Masonry Materials

Booth Bros. Hurricane Isle Gran- ite Co.	206 Broadway	Granite Contractors
Nazareth Cement Co.	1270 Broadway	Cement
Vandever, J. B.	1270 Broadway	Cement

4. Lumber

Eshbaugh, W. H.	35 West 42d St.	Lumber
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5. Locks

Towne, Henry R.	9 East 40th St.	Locks
Vale & Town Mfg. Co., The	9 East 40th St.	Locks

DIVISION XVIII

Office and Store Fittings

Globe-Wernicke Co., The	451 Broadway	Office Furniture
Grand Rapids Show Case Co.	1465 Broadway	Show Cases
National Cash Register Co.	1170 Broadway	Cash Registers
Snyder, C. A.	1170 Broadway	Cash Registers
Weldon, C. L.	1465 Broadway	Show Cases

DIVISION XIX

Iron, Steel and Tools

1. Iron & Steel

Adams, H. H. & Co.	149 Broadway	Iron and Steel
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2. Machinery, Machinist's Tools & Supplies

1. Iron & Steel

2. Machinery, Machinist's Tools, Supplies, Etc.

Bolton, R. P.	55 Liberty St.	Electric Meters
Electric Meter Corp.	55 Liberty St.	Electric Meters
Singer Mfg. Co.	149 Broadway	Sewing Machines

DIVISION XX

Real Estate Dealers, Brokers, Investors, Etc.

Adams Land & Building Co.	61 Broadway	Real Estate
Allen, A. W.	195 Broadway	Real Estate
Ashforth, Albert B.	10 East 33d St.	Real Estate
Ball, Alwyn, Jr.	11 Broadway	Real Estate

CLASSIFIED LIST OF MEMBERS

MEMBER	ADDRESS	BUSINESS
Beinecke, Edwin J.	115 Broadway	Real Estate
Bijou Building	1237 Broadway	Real Estate
Bloodgood, B. J.	Marbridge Building	Real Estate
Bloom, Sol.	1476 Broadway	Real Estate
195 Broadway Corp.	195 Broadway	Real Estate
Broadway Realty Co.	11 Broadway	Real Estate
City Investing Bldg.	165 Broadway	Real Estate
Collins, C. B.	9 West 17th St.	Real Estate
Copeland, Henry C.	242 West 101st St.	Real Estate
Davies, J. Clarence	Third Ave. and 149th St.	Real Estate
Dowling, Robert E.	165 Broadway	Real Estate
Equitable Office Bldg. Corp.	120 Broadway	Real Estate
Fifth Avenue Bldg. Co.	200 Fifth Ave.	Real Estate
Fifth Ave. & 26th St. Co.	220 Fifth Ave.	Real Estate
Goodale, Perry & Dwight	5 East 23d St.	Real Estate
Goodwin & Goodwin	148 West 57th St.	Real Estate
Greeley Square Realty Co.	111 Broadway	Real Estate
Harrington, J. E.	1482 Broadway	Real Estate
Heil & Stern	1165 Broadway	Real Estate
Hess, M. & L., Inc.	907 Broadway	Real Estate
Hoe, Robert, Estate	15 William St.	Real Estate
Hutton, Wm. E., & Co.	60 Broadway	Brokers
Kennelly, Bryan L.	156 Broadway	Real Estate
Longacre Land Co.	Broadway and 42d St.	Real Estate
McCorry, Alfred E. F.	1269 Broadway	Real Estate
McCreery, James, Realty Corp.	112 West 42d St.	Real Estate
Marbridge Building	27 West 34th St.	Real Estate
Mark Mitchell Realty Corp.	1579 Broadway	Real Estate
Martin Building	1270 Broadway	Real Estate
Martin, Samuel H.	1974 Broadway	Real Estate
Miller, Chas. E.	1947 Broadway	Real Estate
Mortimer, Geo. T.	120 Broadway	Real Estate
Nelson, Lee & Green	47 West 34th St.	Real Estate
Noyes, Chas. F., Co.	92 William St.	Real Estate
O'Reilly, Thos. J.	Broadway and 109th St.	Real Estate
Ottinger, N. L.	148 West 57th St.	Real Estate
Peabody, Chas. J.	11 Broadway	Real Estate
Potter Properties, Inc.	71 Broadway	Real Estate
Rennard, J. C.	195 Broadway	Real Estate
Robinson, Douglas & Chas. S.	195 Broadway	Real Estate
Brown Co.	14 Wall St.	Real Estate
Ruland & Whiting Co.	710 Madison Ave.	Real Estate
Salmon, Walter J.	17 West 42d St.	Real Estate
Schmidt, Herman A.	291 Lenox Ave.	Real Estate
Shattuck, A. R.	11 Broadway	Real Estate
Spencer, C. S.	61 Broadway	Real Estate
Stallo, E. K.	1482 Broadway	Real Estate
St. James Building Co.	1133 Broadway	Real Estate
Times Square Improvement Co.	61 Park Row	Real Estate
U. S. Realty & Improvement Co.	115 Broadway	Real Estate
White, Wm. A., & Sons	46 Cedar St.	Real Estate
Whitis, C. W.	111 Broadway	Real Estate
Wilson, R. T.	120 Broadway	Real Estate
Windolph, John P.	27 West 33d St.	Real Estate
Wolf, I. G.	1270 Broadway	Real Estate
Wolcott Realty Co.	10 West 31st St.	Investments
Wood, F. R.-W. H. Dolson Co.	Broadway and 80th St.	Investment's
Zagat, Paul Henry	347 Fifth Ave.	Real Estate

DIVISION XXI

Hotels, Restaurants, Etc.

Aberdeen Hotel	17 West 32d St.	Hotel
Amron, J.	Marlborough Hotel	Hotel
Astor Hotel	44th St. and Broadway	Hotel
Behan, P. J.	Knickerbocker Hotel	Hotel
Belleclaire Hotel	77th St. and Broadway	Hotel
Bird, W. P.	Knickerbocker Hotel	Hotel
Blackman, R. D.	77th St. and Broadway	Hotel
Boggs, John G.	Hotel Laurelton	Hotel
Boldt, Geo. C., Estate	Waldorf-Astoria	Hotel

BROADWAY ASSOCIATION

MEMBER	ADDRESS	BUSINESS
Boomer, L. M.	Hotel Claridge	Hotel
Boomer, L. M.	Hotel McAlpin	Hotel
Breslin Hotel	Broadway and 29th St.	Hotel
Brown, H. L.	Broadway and 29th St.	Hotel
Browne's Chop House	1424 Broadway	Restaurant
Hustanoby's Restaurant	80 West 40th St.	Restaurant
Capitol Lunch, Inc.	345 Broadway	Restaurant
Chandler, Walter, Jr.	Hotel Martini que	Hotel
Cafe des Beau Arts	80 West 40th St.	Restaurant
Childs Company	200 Fifth Ave.	Restaurant
Churchill, James	1602 Broadway	Restaurant
Claridge Hotel	Broadway and 44th St.	Hotel
Dalton, J. Henry	1138 Broadway	Cafe
Delmartin Cafe	1138 Broadway	Cafe
Duncan, Henry S.	1450 Broadway	Hotel
Gerard Hotel	123 West 44th St.	Hotel
Garrely, John F.	Broadway and 31st St.	Hotel
Gertner, Herman	1446 Broadway	Restaurant
Gilson, Walter S.	Hotel Martini que	Hotel
Green, Thos. D.	Hotel Woodward	Hotel
Greeley Square Hotel Co.	Hotel McAlpin	Hotel
Herald Square Hotel	Broadway and 34th St.	Hotel
Holland House	30th St. and Fifth Ave.	Hotel
Hulbert Grand Hotel Co.	Broadway and 31st St.	Hotel
Imperial Hotel	Broadway and 32d St.	Hotel
Iroquois Hotel	49 West 44th St.	Hotel
Janssen, August	Broadway and 30th St.	Restaurant
Kennelly, Joseph P.	2552 Broadway	Restaurant
Knickerbocker Hotel	42d St. and Broadway	Hotel
Lorber, Adolph	1420 Broadway	Restaurant
Latham Hotel	4 East 28th St.	Hotel
Laurelton Hotel	147 West 55th St.	Hotel
Magowan, E. F.	Hotel Knickerbocker	Hotel
Majestic Hotel	C. P. W. and 72nd St.	Hotel
Marie Antoinette Hotel Co.	Broadway and 66th St.	Hotel
Markel, Louis	17 West 32d St.	Hotel
Marlborough Hotel	Broadway and 36th St.	Hotel
Martini que Hotel	Broadway and 32d St.	Hotel
Muschenhelm, Fred A.	44th St. & Broadway	Hotel
Nelson, W. A.	Hotel Knickerbocker	Hotel
Newton, Geo. H.	14 East 28th St.	Hotel
Prince George Hotel	14 East 28th St.	Hotel
Pekin Restaurant Co.	Broadway and 47th St.	Restaurant
Rankin, John	123 West 44th St.	Hotel
Razzetti & Cella	1599 Broadway	Restaurant
Regan, James B.	Hotel Knickerbocker	Hotel
Regan, James B., Jr.	Hotel Knickerbocker	Hotel
Relsenweber, John	58th St. and 8th Ave.	Restaurant
Richards, O. W.	Martini que Hotel	Hotel
Ritchey, D. P.	Gregorian Hotel	Hotel
Rosenfeld, I. H.	Cafe Boulevard	Restaurant
Ruhl, C. H.	Broadway and 36th St.	Hotel
Safford, Arthur E.	49 West 44th St.	Hotel
Sanford Hotel Co.	Broadway and 41st St.	Hotel
Sayers, J. Fred	Broadway and 34th St.	Hotel
Schwab, Leon	1179 Broadway	Restaurant
Schubert, J. P.	1424 Broadway	Restaurant
Schwab Bros. & Baer	1179 Broadway	Restaurant
Sherman, G. L.	Hotel Knickerbocker	Hotel
Soest, C. C.	Seventh Ave. and 55th St.	Hotel
Shumann, J. L.	Hotel Knickerbocker	Hotel
Smith, S. Willard	200 Fifth Ave.	Restaurant
Somerset Investing Co.	150 West 47th St.	Restaurant
Taylor, C. L.	Hotel Martini que	Restaurant
Townsend, Copeland	C. P. W. and 72d St.	Restaurant
Van Cortlandt Hotel	142 West 49th St.	Restaurant
Waldorf Astoria Hotel	Fifth Ave. and 34th St.	Restaurant
Woodman, W. E.	142 West 49th St.	Restaurant
Wilson, D. A.	Hotel Knickerbocker	Hotel
Woodstock Hotel Co.	127 West 43d St.	Restaurant
Wellington Hotel	Seventh Ave. and 55th St.	Restaurant
Zazali, Chas. P.	Hotel Albemarle	Restaurant

CLASSIFIED LIST OF MEMBERS

DIVISION XXII

Theatre Tickets

MEMBER	ADDRESS	BUSINESS
Leblang, Joseph	1482 Broadway	Theatre Tickets
McBride, Wm. M.	1497 Broadway	Theatre Tickets
Marks, J. L.	1592 Broadway	Theatre Tickets
Tyson & Co.	1482 Broadway	Theatre Tickets
United Theatre Ticket Co.	1465 Broadway	Theatre Tickets

DIVISION XXIII

Theatres & Managers

Ames, Winthrop	238 West 44th St.	Theatrical
Beck, Martin	1564 Broadway	Theatrical Mgr.
Bentham, M. S.	1564 Broadway	Theatrical Mgr.
Brady, Wm. A.	138 West 48th St.	Theatrical
Cohan, Geo. M.	226 West 42d St.	Theatrical
Cort, John	1476 Broadway	Theatrical Mgr.
Dillingham, C. B.	1555 Broadway	Theatrical
Erlanger, A.	214 West 42d St.	Theatrical
Frohman, Daniel	149 West 45th St.	Theatrical
Hackett, Jas. K.	58 West 71st St.	Theatrical Mgr. and Actor
Harris, Sam H.	226 West 42d St.	Theatrical
Hayman, A.	1430 Broadway	Theatrical
Intern'l Amusement & Realty Co.	1193 Broadway	Theatrical
Jordan, Walter C.	Times Building	Vaudeville
Keith, A. Paul	1193 Broadway	Theatrical
Klaw, Marc	214 West 42d St.	Theatrical
Knickerbocker Theatre	1402 Broadway	Theatre
Little Theatre	238 West 44th St.	Theatre
Metropolitan Opera Co.	1425 Broadway	Theatre
New Lyceum Theatre	149 West 45th St.	Theatre
Orpheum Theatre	1564 Broadway	Theatre
Proctor, F. F.	1564 Broadway	Theatre
Rapf & Golder	1564 Broadway	Vaudeville Pro.
Rialto Theatre Corp.	Broadway and 42d St.	Theatre
Selwyn & Co.	1451 Broadway	Theatre Mgrs.
Selznick, Lewis J.	729 Seventh Ave.	Films
Sommers, H. G.	1402 Broadway	Theatre
Waterman, Berlin & Snyder Co.	Strand Theatre Building	Theatre
Ziegfeld, Florenz	Century Theatre	Theatre

DIVISION XXIV

Banks & Trust Companies

American Exchange Nat'l Bank	128 Broadway	Bank
Andrews, A. C.	57 Broadway	Banker
Atlantic National Bank	257 Broadway	Banker
Broadway Central Bank	97th St. and Broadway	Banker
Broadway Trust Co.	Woolworth Building	Banker
Chase National Bank	57 Broadway	Banker
Chatham & Phenix National Bank	149 Broadway	Banker
Chemical National Bank	270 Broadway	Banker
Citizens National Bank	220 Broadway	Banker
Cheney, O. H.	78 Madison Ave.	Banker
Columbia Trust Co.	358 Fifth Ave.	Trust Co.
Commercial Trust Co.	1451 Broadway	Trust Co.
Dunn, Harris A.	358 Fifth Ave.	Trust Co.
East River National Bank	680 Broadway	Bank
Empire Trust Co.	120 Broadway	Trust Co.
Fifth Avenue Bank	530 Fifth Ave.	Bank
Garfield National Bank	200 Fifth Ave.	Bank
Guaranty Trust Co.	140 Broadway	Trust Co.
Harriman & Co.	111 Broadway	Bankers
Hetzler, Theo.	530 Fifth Ave.	Bankers

BROADWAY ASSOCIATION

MEMBER	ADDRESS	BUSINESS
Hudson Safe Deposit Co.	1411 Broadway	Safe Deposit
Hudson Trust Co.	1411 Broadway	Bank
Importers & Traders Nat'l Bank	247 Broadway	Bank
Irving National Bank	233 Broadway	Bank
Kaufman, L. G.	149 Broadway	Banker
Knauth, Nachod & Kuhne	120 Broadway	Bankers
Lawyers' Title & Trust Co.	160 Broadway	Trust Co.
Lincoln Trust Co.	204 Fifth Ave.	Trust Co.
Mutual Bank	49 West 53d St.	Bank
Nemeth, John, State Bank	395 Broadway	Bank
New Netherland Bank	41 West 34th St.	Bank
Public Bank	Broadway and 26th St.	Bank
Pacific Bank	78 Madison Ave.	Bank
Purdy, A. Richard	1411 Broadway	Banker
Richards, C. B. Co.	29 Broadway	Bankers
Rothschild, E. S.	Broadway & 26th St.	Banker
Snow, A. W.	200 Fifth Ave.	Banker
Stillger, A. E.	266 West 34th St.	Banker
Schenck, E. S.	320 Broadway	Banker
Watson, J. C.	1451 Broadway	Banker
Williams, Frank	97th St. & Broadway	Trust Co.
Williams, John	Woolworth Bldg.	Banker

DIVISION XXV

Insurance

American Surety Co. of N. Y.	100 Broadway	Surety Bonds
Cerf, Louis A.	137 Broadway	Insurance
Edwards, T. P.	217 Broadway	Insurance
Metropolitan Life Ins. Co.	1 Madison Ave.	Insurance
Mutual Benefit Life Ins. Co.	137 Broadway	Insurance
Stabler, Walter	1 Madison Ave.	Insurance
Wolfe, D. E.	1790 Broadway	Insurance

DIVISION XXVI

Silk Goods & Allied Lines

Felding Bros. & Co.	902 Broadway	Mfg. Silk
Cox, Fred I.	902 Broadway	Mfg. Silk
Riker, J. J., & Co.	16 W. 32nd St.	Silk Goods

DIVISION XXVII

Musical Instruments

Blout, Emanuel	2799 Broadway	Talking Machines
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DIVISION XXVIII

Transportation

1. Railways	3. Steamship Companies	
2. Cab & Taxi Companies	4. Trucking & Cartage	
5. Coaches		
1. Railways		
Broadway & 7th Ave. Ry. Co.	719 Broadway	St. Railway
New York Consolidated Ry. Co.	85 Clinton St., Bklyn.	St. Railway
New York Railways Co.	165 Broadway	St. Railway
Zucker, Samuel	719 Broadway	St. Railway

CLASSIFIED LIST OF MEMBERS

2. Cab & Taxi Companies

MEMBER	ADDRESS	BUSINESS
Baskins, J.	209 W. 96th St.	Taxis
Broadway & Taxi Operating Co.	209 W. 96th St.	Taxis

3. Steamship Companies

Atlas Line Steamship Co.	41-45 Broadway	Steamship Co.
Meyer, J. P.	41-45 Broadway	Steamship Co.

4. Trucking & Cartage

Empire Carting Co.	13 Park Row	Trucking
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5. Coaches

Fifth Avenue Coach Co.	10 E. 102nd St.	Coaches
Meade, R. W.	10 E. 102nd St.	Coaches

DIVISION XXIX

Sporting Goods

Brunswick-Balke Collender Co.	29 W. 32nd St.	Billiard Tables
Schoverling, Daly & Gales	302 Broadway	Sporting Goods

DIVISION XXX

Newspapers

Call, Edward Payson	32 Broadway	Newspaper
Hearst, William Randolph	Columbus Circle	Newspaper
Journal of Commerce	32 Broadway	Newspaper

DIVISION XXXI

Undertaker

Campbell, Frank E.	241 West 23rd St.	Undertaker
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DIVISION XXXII

Telephone, Telegraph, Cables, etc.

Caster, Howard W.	15 Dey St.	Telephone
Dalton, Wm. A.	2087 Broadway	Local Com. Mgr.
Hopkins, P. S.	1454 Broadway	Telephone
King, Mark J.	115 W. 38th St.	Telephone
N. Y. Telephone Co.	15 Dey St.	Telephone
Pelz, Geo. V. W.	109 W. 125th St.	Dis. Com. Mgr.
Pentz, Henry H.	430 Broadway	Telephone
Pollock, J. R.	15 Dey St.	Telephone
Reese, Wm. F.	23 E. 26th St.	Telephone
Volkmar, Geo. G.	15 Dey St.	Telephone
Ward, Thomas P.	109 W. 25th St.	Local Com. Mgr.
Western Union Telegraph Co.	195 Broadway	Telegraph

DIVISION XXXIII

Lawyers

Candler, Cobb.	60 Broadway	Lawyer
Guggenheimer, Chas. S.	120 Broadway	Lawyer

BROADWAY ASSOCIATION

MEMBER	ADDRESS	BUSINESS
House, Grossman & Vorhaus	Times Bldg.	Lawyer
Hulbert, Hon. Murray	600 W. 140th St.	Lawyer
Limburg, H. R.	160 Broadway	Lawyer
Lindley, Chas. N.	115 Broadway	Lawyer
Malevinsky, M. S.	1482 Broadway	Lawyer
Morris & McVelgh	32 Liberty St.	Lawyer
Pratt, Chas. A. B.	68 William St.	Lawyer
Pyle, James McAlpin	68 William St.	Lawyer
Rockwood, Hon. Nash	60 Broadway	Lawyer
Rogers, Gustavus A.	160 Broadway	Lawyer

DIVISION XXXIV

Mercantile Agency

Dun, R. G., Estate	290 Broadway	Agency
Meyer, Alexander H.	1239 Broadway	Agency

DIVISION XXXV

Exporters

Gaston, Williams & Wigmore	120 Broadway	Exporters
Kluysskens, G. J.	112 W. 42nd St.	Exporters
Lee-Martin, R. H.	120 Broadway	Exporters

DIVISION XXXVI

Electrical Supplies

Grant, Geo. F., Co.	277 Broadway	Elec. Supplies
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DIVISION XXXVII

Bill Posting

Gude, O. J., Co.	220 W. 42nd St.	Bill Posting
Mahin, H. J.	220 W. 42nd St.	Bill Posting
Van Beuren & N.Y. Bill Post'g. Co.	515 7th Ave.	Bill Posting

DIVISION XXXVIII

Garages

Hannah, Frank	149 W. 49th St.	Garages
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DIVISION XXXIX

Photographers

Marceau, Theo. C.	624 Fifth Ave.	Photos
White Studio, Inc.	1548 Broadway	Photos

DIVISION XL

Sports

Iceland, Inc.	1602 Broadway	Ice Skating
Wells, Thomas	2248 Broadway	Golf School

CLASSIFIED LIST OF MEMBERS

DIVISION XLI

Ice & Coal

MEMBER	ADDRESS	BUSINESS
Knickerbocker Ice Co.	1480 Broadway	Ice
Oler, Wesley M.	1480 Broadway	Ice

DIVISION XLII

Advertising

N. Y. City Car Advertising Co.	225 Fifth Ave.	Advertising
Wineburgh, Jesse	225 Fifth Ave.	Advertising

DIVISION XLIII

Public Utilities

Berry A. F.	130 E. 15th St.	Power
Law, Clarence L.	Irving Pl. & 15th St.	Power
N. Y. Edison Co.	Irving Pl. & 15th St.	Power
United Elec. Light & Power Co.	130 E. 15th St.	Power
William, Arthur	Irving Pl. & 15th St.	Power

DIVISION XLIV

Importers

Oelrichs & Co.	11 Broadway	Wools
Samstag & Hilder Bros.	1200 Broadway	Importers
Steinhardt, A., & Bro.	860 Broadway	Importers

DIVISION XLV

Furriers

Paschkes Co.	1416 Broadway	Furs
Paschkes, Louis	1416 Broadway	Furs

DIVISION XLVI

Storage & Carpet Cleaning

Stewart, Thos. J., Co.	1554 Broadway
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DIVISION XLVII

Florists

Warendorf, A.	1193 Broadway	Florists
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